AMERICAN BUILDER

MARCH 1950
PRICE 50 CENTS

THE WORLD'S GREATEST BUILDING PAPER

Read
"Prefabricated Housing Today"
Twenty-Seven Designs and Plans

Comfort?

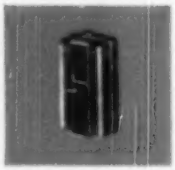
remember that all the heat in the world won't make homes comfortable unless it is properly controlled

CHRONOTHERM

ELECTRIC or ELECTRONIC CLOCK THERMOSTAT — for completely automatic day-night heating comfort. Automatically lowers temperature at night for sleeping comfort and fuel saving. Automatically restores daytime comfort temperature in the morning.

TIME-O-STAT

CLOCK THERMOSTAT—for semi-automatic day-night temperature control. Set at bed time for lower fuel-saving temperature. Automatically starts the heating plant in the morning before the family arises.



ACRATHERM

PLAIN TYPE THERMOSTAT—maintains uniform comfort temperature 24 hours a day. Finger-tip dial permits easy setting for lower night temperature. Combines low first cost with precision performance.

YES, control means everything when it comes to heating. Probably no equipment in the homes you build will contribute so much to the owner's comfort, convenience and health as the heating controls. For, no matter how well built any house may be, the occupants will never be completely satisfied unless it is comfortably heated.

And comfortable heating demands *proper control.* There is a Honeywell control or control system to meet the requirements of every home and every variation in climate. Whether you select the fully-automatic Chronotherm, the semi-automatic Time-O-Stat or the plain Acratherm, all operate on the special "comfort" principle that holds temperature right on the beam within a fraction of a degree.

So, to be sure of the best in comfort, convenience and economy, always install Honeywell—the controls known by the public as the leader. Use the coupon below to get your free copy of the book now being ordered by thousands of home-minded families through Honeywell's national advertising.

MINNEAPOLIS
Honeywell
FIRST IN CONTROLS

MINNEAPOLIS-HONEYWELL REGULATOR COMPANY
2604 Fourth Avenue South **Minneapolis 8, Minnesota**

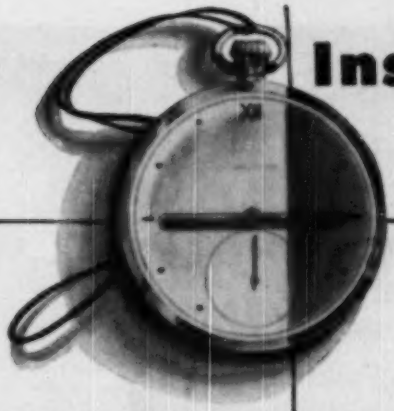
Please send free copy of booklet "How to Choose Your Thermostat."

Name _____

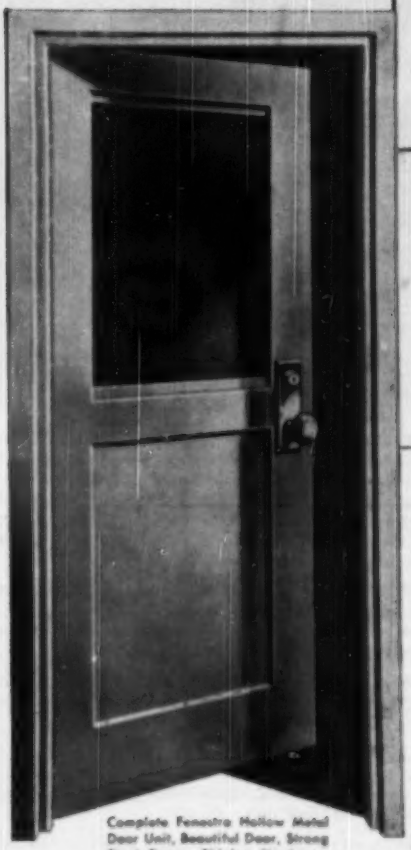
Address _____

City _____ Zone _____ State _____

77 BRANCHES FROM COAST TO COAST WITH SUBSIDIARY COMPANIES IN: TORONTO • LONDON • STOCKHOLM • AMSTERDAM • BRUSSELS • ZURICH • MEXICO CITY



Install your doors in *less than half* the time



Complete Fenestra Hollow Metal Door Unit, Beautiful Door, Strong Steel Frame, Shining Hardware.

In less than half the steps . . .

1. Bolt the strong steel frame together.
2. Attach to frame and anchor to walls.
3. Screw on template locks and hinges.
4. Hang the door.

And eliminate all this . . .

1. Cut and fit jambs.
2. Cut and fit stops.
3. Cut and fit trims.
4. Mortise frame and door for hinges.
5. Mortise frame and door for locks and strikes.
6. Cut and fit door.
7. Countersink holes.
8. Putty holes.
9. Prime paint.

Each Fenestra* Hollow Metal Door unit comes complete with frame and hardware. Mortising, drilling, tapping and prime painting are all done at the factory. Each low-cost, high-quality door is packed with insulation for quiet performance. Each is wrapped to protect the gleaming finish.

Order now for shipment within 2 to 3 weeks of the receipt of your order. Doors are also available with the Underwriters' B label.

Call your Fenestra Representative (listed in the yellow pages of your telephone directory), or write Detroit Steel Products Company, Dept. AB-5, 2260 East Grand Blvd., Detroit 11, Michigan.

*Trademark

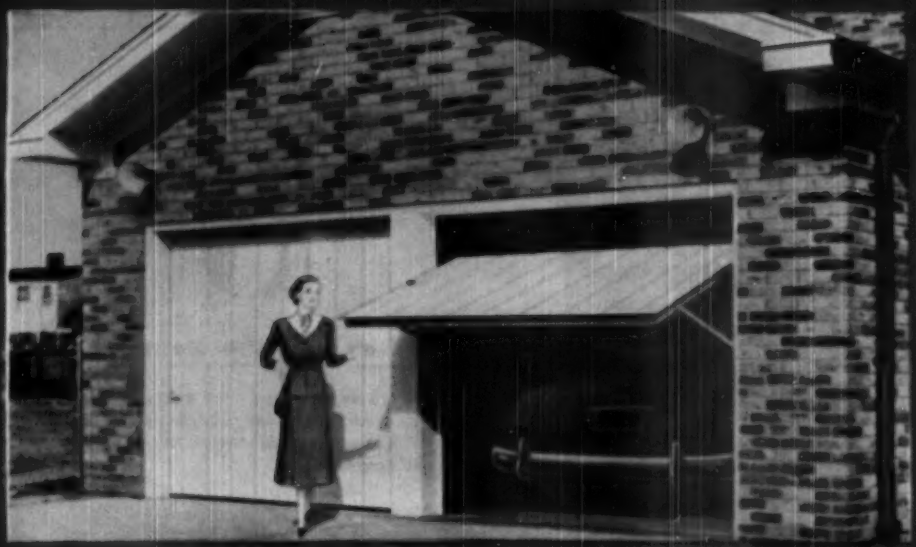
Fenestra

• DOORS • WINDOWS • PANELS

Published monthly by Ziff-Davis Publishing Corporation, 79 W. Monroe St., Chicago 3, Ill. Subscription price, United States, Possessions and Canada: 1 year, $5.00; 2 years, $7.00. Foreign countries: 1 year, $10.00; 3 years, $20.00. Single copies, 50 cents. Entered as second class matter May 26, 1950, at the Post Office of Chicago, Illinois, under the act of March 3, 1879, with additional entry as second-class matter at Mount Morris, Illinois. Address communications to 79 W. Monroe St., Chicago 3, Illinois.

"SO STRONG! SO RUGGED!

So Easily Installed! So Economical!"



ENGINEERED BY *Fenestra* PIONEER MAKER OF QUALITY BUILDING MATERIALS

STRONGER, MORE RUGGED . . . Strand Garage Doors provide lifetime strength and durability: All welded, ribbed one piece panel—strongly steel-framed and braced. These doors of all-steel construction withstand shipping and handling from factory to completed job, without denting or marring, and will *never* sag, swell, warp, shrink, rot or splinter. They'll hold their fine appearance for a lifetime—a lasting credit to the builder.

GALVANNEALING PROTECTS against *rust*; even when the doors are exposed to weather for weeks before painting. Galvannealing consists of a heavy galvanized zinc coat, oxidized to provide an excellent base for paint without special priming coat.

QUICKER TO INSTALL . . . the one piece door leaf eliminates field assembly of single doors. Packaged hardware is factory assembled; installation is simple and easy for anyone.

LOWER FIRST COST . . . Standardization on 3 models—and large scale production in one plant—make Strand a real value leader. That's why this is the national "best seller" among garage doors, installed by thousands of builders every month.

STRAND
GARAGE DOORS

STRAND GARAGE DOOR DIVISION
Detroit Steel Products Company
Dept. AB-3, 2250 E. Grand Blvd.
Detroit 11, Michigan

Please rush detailed description of Strand all-steel Garage Doors, for 8' x 7' and 16' x 7' garage openings.

I am a ☐ Builder ☐ Dealer ☐ Prospective Owner ☐ Other

Name_____

Address_____

City_____ State_____

BUILDER

IN YOUR NEXT ISSUE

***Four prize-winning house designs,* submitted in the *American Builder* nation-wide architectural competition described in this issue will be featured. Of 43 designs submitted by women architectural students in colleges and universities throughout the United States, only one entry had a gable roof. The other 42 were flat-roofed moderns. This indicates that there is either a pronounced trend toward extreme modern in our architectural schools, or that those who adhere to the modern school are more aggressive and so enter into competition more readily.**

***The Ultimate in Opportunities for Merchandising — National Home Week* participation plans for home builders, retail building material dealers, realtors, money lending institutions and others will be carried in the April issue. This comprehensive outline of what can be done in any community, large or small, to help all segments and members of the industry capitalize on NHW promotion, is a follow up on the announcement of broader association sponsorship and participation in NHW announced on pages 82 and 83 in this issue.**

***Plus other headline* features dealing in an interesting and informative manner with all phases of light construction in the usual complete, well-illustrated *American Builder* manner.**

Copyright 1949 with all rights reserved. SIMMONS-BOARDMAN PUBLISHING CORPORATION, 79 W. Monroe St., Chicago 3, Ill.; 30 Church St., New York 7, N.Y. American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder, and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.

Subscription price: United States and Possessions and Canada, 1 year, $3; 3 years, $5. Foreign countries, 1 year, $10; 3 years, $20. Single copies, 50c each. Subscribers are requested to state company connection, nature of business, title or position. W. L. TAYLOR, Circulation Manager; Field Staff: C. L. Conley, W. J. Griffith, C. R. Hartung, John Simonson, Dick Whittington.

Address all subscriptions and correspondence concerning them to: Subscription Department, American Builder, 30 Church St., New York 7, N.Y.

Changes of address should reach us three weeks in advance of next issue date. Send old address with the new, enclosing if possible your address label. The Post Office will not forward copies unless you provide extra postage. Duplicate copies cannot be sent.

Volume 72 — MARCH, 1950 — Number 3

In This Issue

Publisher's Page 7
The Curse of Monopoly

Association News 65

National Association of Home Builders 1950 Convention 71

Editorial 81
Distribution Channels

FEATURES

Sponsorship of 1950 National Home Week Will Be Broadened 82
Dealers and realtors to participate with builders in 1950 observance

Prefabricated Housing Today 84
Stability of product, prices and distribution mark today's prefab home industry

Homes for the Thrifty 92
Prefabricator's "Thrift Homes" meet need for low-cost housing

Prefabricated Housing is Boon to Small Town Builder 95
Better homes, fewer headaches, and larger income accrue th builder through use of prefabs

A House of Convenience 96
American Builder's Blueprint House of the Month

American Builder's Selected Homes

Planned Community Preserves Old New England Tradition 101

Site Dictates Style 102

Ranch Style—a Popular Choice 106

A Small Home Fills Special Needs 107

Double Function Rooms 108

Cooperation Cuts Costs 110
Tradesmen benefit through joint sponsorship of custom-built homes

Lightweight Aggregate Offers New Versatility 112
Michigan firm offers exterior wall panel that one man can handle

Business Moves to the Country 114
Functional design of commercial structure attracts clients to outlying district

Unique Exhibit Promotes Home Sales 116
In Brooklyn, N. Y., home buyers can shop 79 builders' offerings at local bank

Price Cuts Follow Construction Economies 118
Modular design and staggered schedules effect savings in small home construction

The Best is Yet to Come 120
By R. E. Seberson

Diversification 121
Developer finds varied exteriors insure quick sales

Builder Invests in Apartment Units 128
As a protective investment, builder turns to furnished rental units

DEPARTMENTS

Letters 228

Trends 53

On and Off the Record 55

Editors' Round Table 57

Technical Guide, How-To-Do-It and Better Detail Plate 122

New Products 129

Catalogs 138

Index to Advertisers 252

Nothing heats better than Modine Convector Radiation . . . NOTHING LOOKS MORE BEAUTIFUL IN A BEAUTIFUL ROOM

Design and Mechanical Patents Pending

To find out why the new Modine Convector is the *better* way to heat apartments, homes, schools, offices or hospitals, call your Modine Representative. He's listed in the "Where-to-Buy-it" section of your phone book. Ask to see a sample, or write direct. Modine Mfg. Co., 1501 Dekoven Avenue, Racine, Wisconsin.

Send for New Modine Convector Catalog Today!

Modine CONVECTORS

2-1049

Publisher's Page

The Curse of Monopoly

NEVER before was the existence, the power and the danger of labor monopolies proved so conclusively as it has been by the recent strike in the coal mines. When the Taft-Hartley bill was being considered by Congress, *American Builder* repeatedly emphasized that its weakness was that it did not prohibit the *existence* of labor monopolies, and that no labor management legislation which did not prohibit the *existence* of monopolies ever would adequately protect the public. But the Act as passed did not try to prevent labor monopolies, but, by regulating them, to prevent abuse of their power. Hence it has permitted a coal strike which has shut down a large part of industry and transportation and has threatened business with general paralysis, and many people with severe physical suffering.

Probably President Truman could have prevented the situation from becoming so serious and threatening by invoking the Taft-Hartley Act sooner. The President can resort to the courts to halt or prevent a strike only after he has declared it has caused or would cause a national emergency. Whether he will declare a national emergency is discretionary with him. Hence, he may be subjected to political influence to prevent him from making the announcement of a national emergency necessary to invoking the law. And that is exactly what did occur in this instance. Having denounced the law and advocated its repeal, Mr. Truman had his own political reasons for trying to avoid using the Act.

The strike plainly did finally cause a national emergency. And the significant fact is that a single labor union, and even a single man, had the power and disposition to do so much harm to so many people and to threaten so many more people with so much more harm. For, plainly it was the power of monopoly possessed by the United Mine Workers that enabled this union to create the emergency; and it is equally plain that the union had given one man, John L. Lewis, the power to exercise its power of monopoly as he saw fit.

It may be that no man has as much power in any other union as Lewis has in the United Mine Workers. But there is no question that many other unions have as complete monopolies of labor in other vital industries as the United Mine Workers has in its field and hence as much power to threaten the entire nation with disaster.

And after all that has occurred, especially the recent coal strike, nobody in his senses can believe that the labor unions' power of monopoly will not be abused more and more harmfully and dangerously as long as it exists.

The law does not merely prohibit monopolies in business from abusing their power. It prohibits and tries to prevent the existence of monopolies in business on the sound theory that whoever has the power of monopoly is sure to abuse it to the public detriment, and that no amount of regulation of monopoly can prevent its existence from being inimical to the welfare of the general public.

The only solution of the problems presented by labor monopolies is to treat them in the same way as business monopolies—*i.e.*, try to prevent their existence on the theory that as long as they exist they will do harm and menace the national welfare.

American Builder is published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, with editorial and executive offices at 79 W. Monroe St., Chicago 3, Ill.; 30 Church St., New York 7, N.Y. Samuel O. Dunn, Chairman of the Board; James G. Lyne, President; Robert H. Morris, C. J. Wagaman, F. A. Clark, Vice Presidents; J. S. Crane, Vice President and Secretary; John T. Dickott, Treasurer.

American Builder is a member of Associated Business Publications (A.B.P.) and Audit Bureau of Circulations (A.B.C.). Printed in U.S.A.

Samuel O. Dunn,

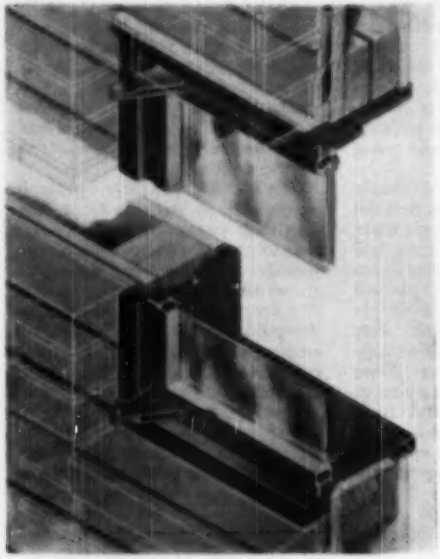
Announcing: The Amazing New Famous *Fenestra* Casement plus

Installed in minutes . . . no trimming required . . .

THE NEW Fenestra* Steel Residence Casement Window Unit is the most advanced in design, easiest to install and most foolproof window on the market. This unit combines (1) the popular, high-quality Fenestra Residence Steel Casement and hardware with (2) a complete outside and inside metal trim. The unit provides simplified, low-cost installation of one complete assembly.

The casement window, screen and storm sash retain the familiar Fenestra advantages including Bonderized, prime-painted frames and bronze-lacquered hardware and screen cloth. Trim is galvanized and Bonderized and has many outstanding construction features and advantages (see below).

The complete unit is supplied for all Fenestra Casements.



CONSTRUCTION FEATURES OF TRIM

One-piece sections are coped and fitted for secure attachment. Head member laps over jamb members, making rigid, weather-tight connections. Outside sill and inside stool project ⅛" beyond jamb for better appearance and weathering. Head and jamb sections 18-gauge, sill 16-gauge, galvanized steel, Bonderized, given a coat of baked-on prime paint.

THESE OUTSTANDING ADVANTAGES Save You Time and Money

1. **Simplest Rough Opening Preparation**—locate studs and cripples, nail sheathing and cut sheathing flush; same rough opening preparation for frame, brick veneer or stucco.
2. **Quickest and Easiest Installation**—simply plumb and nail window unit to sheathing—window is completely trimmed, both inside and out; no grounds or special blocking required.
3. **Provides Mould for Mason or Carpenter**—outside trim makes ideal stop for butting frame, brick and stucco.
4. **Weather-tight**—trim is made of solid sections—no joints to pull open; casement has continuous, double contact weathering between sash and frame; unit is flashed on all four sides.
5. **Quality Materials**—trim is galvanized steel; casement is hot-rolled steel; complete unit is Bonderized and prime-painted (baked on).
6. **Provides "Pocket" for Blinds**—trim is recessed in head and jambs to eliminate "light lines" around venetian blinds and shades.
7. **Cuts Cost of Blinds**—blinds and shades can be cut to standardized widths.
8. **Firesafe**—steel will not burn.
9. **Beauty**—installed unit has a neat, finished appearance from both inside and outside.
10. **Simple Screen and Storm Sash Attachment**—quickly, safely attached to inside of casement—no ladders; protected from weather and dirt—stay clean, last a lifetime.
11. **Easy Opening**—steel sash swing instead of slide; can't warp, swell, stick or splinter.
12. **More Daylight**—slender steel sections permit large glass areas.
13. **Better Ventilation**—swinging sash deflect breezes into the room.
14. **Easy Washing**—both sides of glass washed from inside the room.
15. **Saves Three Ways**—low first cost, low installation, low maintenance.

Order now for spring delivery! *Fenestra* WINDOWS •

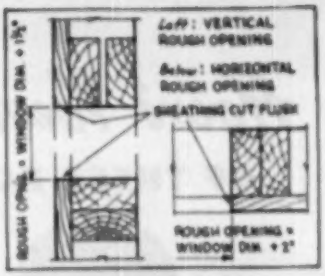
Metal Window Unit

Completely Assembled Outside/Inside Metal Trim

perfect for frame and brick veneer construction

PREPARING THE OPENING

Locate studs and cripples to proper clearances, run sheathing over them and cut sheathing flush. No need to recess sheathing for stops, etc. The Fenestra Unit can be used in buildings combining frame, stucco or brick-veneer construction. It eliminates the necessity for frames of two different depths, as required with ordinary windows.



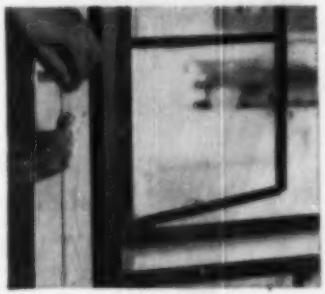
UNIT COMPLETELY INSTALLED IN TWO SIMPLE STEPS

Fenestra's completely trimmed window unit can be quickly and easily installed in the prepared opening by one man using hammer and nails only. Window unit is merely lifted into place in the opening, plumbed and wedged in position, and attached to construction by the two simple operations described below. Rough carpenters can make perfect installations. No finished carpentry required for trimming the window.

1. NAILED TO SHEATHING ON THE OUTSIDE

The continuous weathering fin projects all around window opening, parallel to plane of window, and bears against sheathing. Carpenter needs only to nail fin to sheathing through nailholes provided.

Trim provides an integral stop on the outside for butting clapboard, shingles, brick concrete block — no other casings or brick moulds required. The completed installation has a finished and pleasing appearance.



2. ANCHORED TO STUDDING ON THE INSIDE

Installation is completed on the inside by inserting strap anchor clips (supplied with unit) into trim and nailing to studs or furring.

Inside face of trim is a neat, finished surface with turned edge forming a stop for plaster or dry-wall construction. No additional trim or refitting is necessary. Stool projects ⅜" beyond jamb for attractive appearance.

For further information on this new line and corresponding window unit, call your Fenestra salesman—representative of America's oldest and largest steel window manufacturer; look yellow pages of your phone book. Or mail the coupon.

DOORS • PANELS

DETROIT STEEL PRODUCTS COMPANY
Dept. AB-5, 2360 E. Grand Boulevard
Detroit, 11, Michigan

Please send me complete information on the new Fenestra Window Unit: Steel Casements, plus combination outside/inside Metal Trim.

Name _____

Company _____

Address _____

Mack says... These "empties" Nu-CALK SPEED IS AMERICA'S FAVORITE CALKING

How's Your Supply OF THESE POPULAR PROFIT-MAKERS?

Nu-WAY WEATHER STRIP

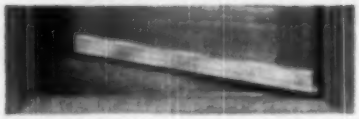
Easiest strip to sell because it's the easiest weather strip to put on. Can be used on most any type window, storm sash or door. Comes in attractive display carton containing 12-20 ft. rolls, each with nails and instructions. *Really* a fast seller—so keep well supplied!

BRASS AND FELT DOOR BOTTOM WEATHERSTRIP

The biggest door bottom value you can offer your customers. Made of wool felt and extra heavy gauge brass. Furnished in standard lengths—32", 36", 42" and 48"—packed ½ dozen same length to carton. Available in either brass or aluminum.

Nu-ART THRESHOLDS

These attractive thresholds can play a real role in your sales picture! Available in a wide variety of types and sizes. Three most popular types are pictured above. Furnished in either brass or Alacrome, with holes drilled, screws furnished. Each threshold individually wrapped in standard lengths up to 144".



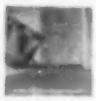
Nu-GARD AUTOMATIC DOOR BOTTOM

This new, improved automatic door bottom and draft eliminator is the most efficient, most practical door bottom of them all! Felt section automatically raises to clear carpet when door opens. Standard lengths available in individual cartons with necessary screws and instructions.

Numetal WEATHERSTRIP FOR DOORS & WINDOWS

Your old friend—the leader in weather strip sales for nearly 30 years! Conveniently packaged in sets for windows and doors in individual cartons. A perfect over-the-counter sales item.

DRIP CAPS FOR DOORS AND CASEMENT WINDOWS



Very effective for keeping rain from dripping and running under doors and wood casement windows. Very easy to install, no special rabbeting required. Furnished in either brass or aluminum in any lengths desired.

GOT YOUR NEW 1950 CATALOG?

Our new 1950 Catalog is just off the press. If you don't have yours yet, send for a free copy!

NATIONALLY ADVERTISED

Consistent advertising in leading national magazines tells millions of readers to buy these quality products from you. Keep well supplied!

tell the story— LOAD COMPOUND!

The most efficient, most practical calking load on the market!

Nu-Glaze

GLAZING COMPOUND

It will pay you to sell Nu-Glaze instead of putty. You make *bigger* profits! You satisfy customers because Nu-Glaze *always* "stays put!" Nu-Glaze is time-tested, sells fast and repeats.

Nu-CALK

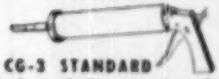
CALKING COMPOUND

It can't be beat! It's the "standard of calking compound quality." A best seller for many years—builds repeat business. Available in ½ pint, pint, quart, gallon, 5-gallon cans. Also 55 gallon drums. Nu-Calk will never let you down—order today!

If you need proof of the popularity of Nu-CALK SPEED LOAD just take a look around a construction job that's being calked. You'll see "empties" galore all over the lot! Nu-CALK SPEED LOAD reached this pinnacle of popularity because it's practical and so easy to use. The specially designed cap insures perfect contact with gun nozzle — can't pull loose from fibre board tube. Glassine-lined container is air-proof, moisture proof, practically vacuum packed. Always has a smooth, even flow and easy trigger action.

CG-4 SPEED LOADER

Here's the other half of this unbeatable combination. Retails for only $1.95. It's light, sturdy, fool-proof!



CG-3 STANDARD

Still favored by experienced calking appliers. Has easy trigger action and powerful piston action. Fitted for use with either Nu-CALK SPEED LOADS or bulk calking.

10 LOADS TO A CARTON!

Packaged 10 loads to each carton (approx. one gallon) and 4 cartons per shipping case. Freight allowed on 8 cartons or more.

ORDER NOW—Your order will be shipped same day received!

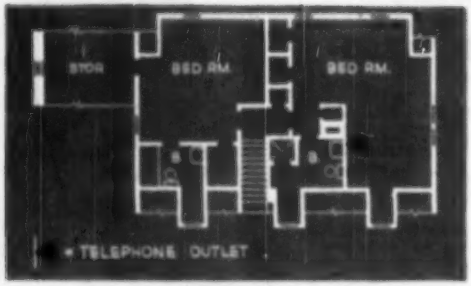
MACKLANBURG DUNCAN Co.
QUALITY
PRODUCTS

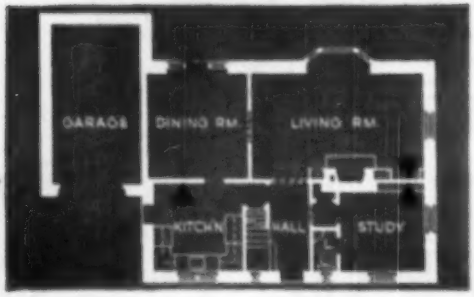
MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

Edwin A. Neale, *Architect*

ALL THINGS CONSIDERED—INCLUDING TELEPHONE RACEWAYS





It's especially true in small homes—thoughtful details are often the strongest selling points. And built-in raceways for concealed telephone wiring are one feature sure to impress today's home buyer.

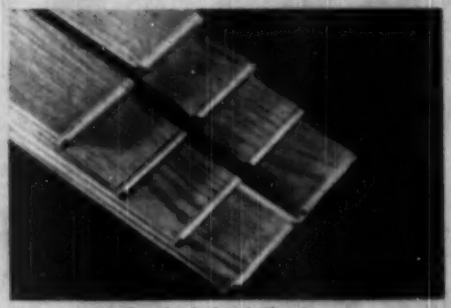
Installing telephone raceways is easy and inexpensive. Simply select the locations for telephone outlets in advance. A few lengths of pipe or flexible tubing, placed inside the walls during construction, will carry the wires to the outlets.

For all homes—large or small—your Bell Telephone Company will be glad to help you plan for modern telephone facilities. Just call your Telephone Business Office and ask for "Architects and Builders Service."

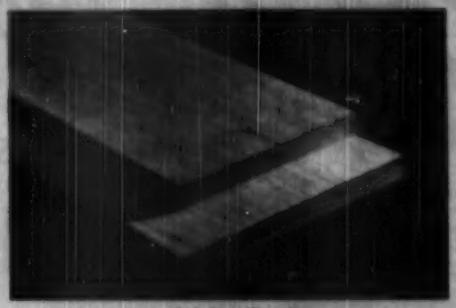
BELL TELEPHONE SYSTEM

BRADLEY STANDARDS SAFEGUARD CUSTOM QUALITY

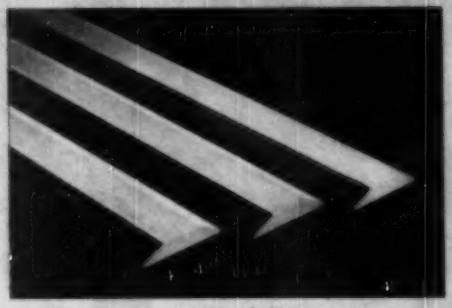
What appeals most to dealers and builders who know Bradley quality at first hand, is Bradley's demonstrated intention to deliver a superior product in each item.



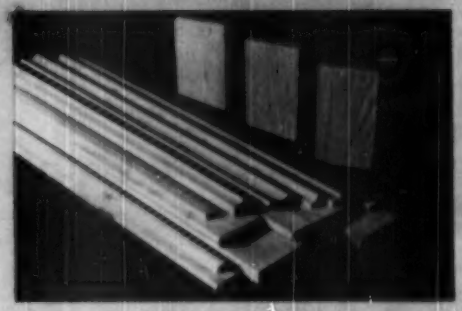
Pre-finished Oak Flooring



Oak Stair Treads



Oak Thresholds



Pine Trim and Mouldings

It is Bradley's purpose to serve in terms of dependable material that has established the building trades' confidence in the standards of custom quality, signified by Bradley's long established trade-mark.

Manufacturers of finished and unfinished (Straight-line) hardwood flooring in Oak, Beech, Pecan; Oak Plank flooring, finished and unfinished; Oak stair treads, risers, glued-up panels; Arkansas Soft Pine finish, trim, flooring, siding, boards, dimension.

Your dealer can supply Bradley Brand products.

BRADLEY LUMBER COMPANY *of Arkansas*

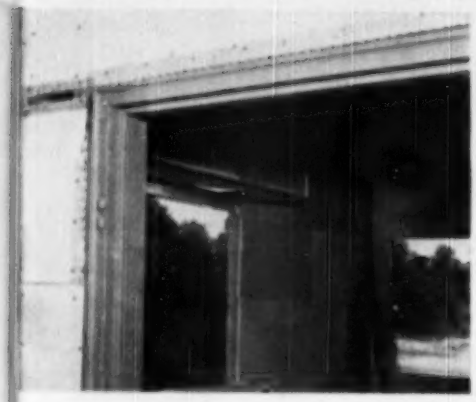
WARREN, ARKANSAS

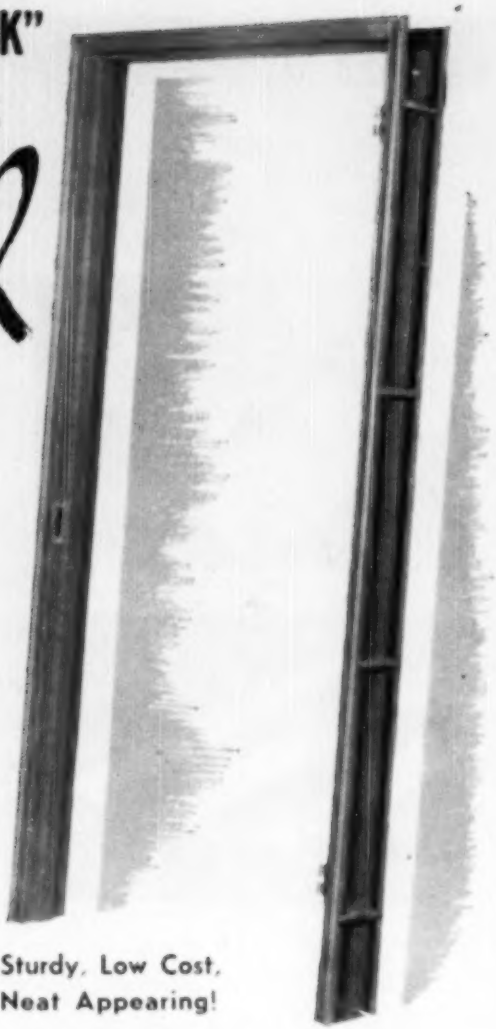
Here's that "WELL TAILORED LOOK"

FOR YOUR DOORWAYS

Richmond

WELDED STEEL FRAMES





You keep door frame erection time at a minimum by using Richmond welded steel frames with integral moulded trim. These strong, well-built units will help to lower your building costs because the frames are simple and easy to install.

Quality 18-gauge one-piece Richmond Frames are made up of three members—hinge jamb, lock jamb and head member having the corners mitered and securely welded. Hinges mortised and spot welded to frame cannot work loose through usage. Universal brass strike plate is included with an enclosed dust box spot welded to frame. A red oxide primer is applied at factory.

Sturdy, Low Cost, Neat Appearing!

Tough, long lasting, good looking Richmond welded frames are weather resistant. Since moisture cannot penetrate, size will not change or swell. Frames can't warp or crack and there is no possibility of miters opening.

RICHMOND WELDED STEEL FRAMES
are your answer in helping to keep building costs in line!

SEND COUPON TODAY
for full information about Richmond Steel Frames

The Richmond Fireproof Door Co., Dept. 3
P.O. Box 97, Friends Station
Richmond, Indiana

Please send me booklet giving full information about Richmond Steel Frames.

NAME _____

BUSINESS ADDRESS _____

CITY _____ ZONE _____ STATE _____

POSITION _____ TYPE OF BUSINESS _____

THE

Richmond

Fyrprof

FIREPROOF DOOR CO.

P.O. Box 97, Friends Station, Richmond, Indiana

There's more than meets the eye in...

Look inside a KWIKSET lock. See the advanced design, the simplicity of operation, the rugged, precision-built construction . . . the *built-in* features that make KWIKSET locks *first choice* with architects and builders across the nation. KWIKSET's unique cam action locking device provides positive knob locking. The ingenious half-round spindle reduces number of working parts. And fewer parts mean faster, more economical manufacturing operations . . . *lower unit costs!*

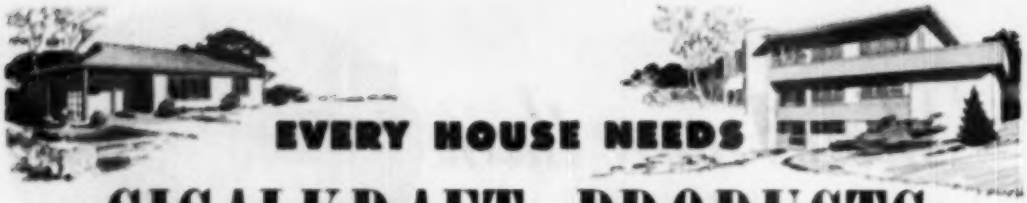
But mechanical design isn't the whole story. KWIKSET locks are exceptionally clean and attractive in appearance . . . beautifully hand-finished in satin or polished chrome or brass, or satin bronze.

Builders find that KWIKSET locks save money when they *buy them* . . . save money when they *install them*. Simple, 2-hole installation cuts time and labor on the job to an absolute minimum. Add to this KWIKSET's high quality and striking beauty and there is little wonder why more and more builders are installing more and more KWIKSET locks.

MATERIAL AND WORKMANSHIP UNCONDITIONALLY GUARANTEED

MANUFACTURED BY kwikset LOCKS INC

DISTRIBUTORS
Petko INDUSTRIES, INC.
1107 East Eighth Street
Los Angeles 21, California



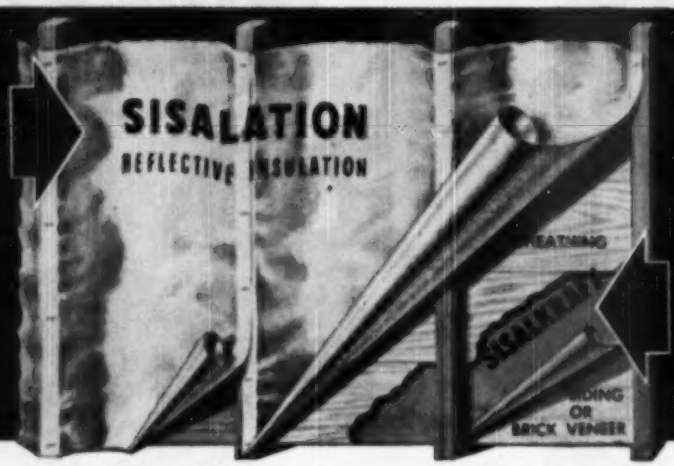
EVERY HOUSE NEEDS

SISALKRAFT PRODUCTS

FOR INSULATED DRY WALLS

VAPOR SEALED FROM THE *Inside*

SISALATION provides BOTH insulation and vapor-barrier . . . helps prevent passage of harmful moisture-vapor through sidewalls from inside the house.

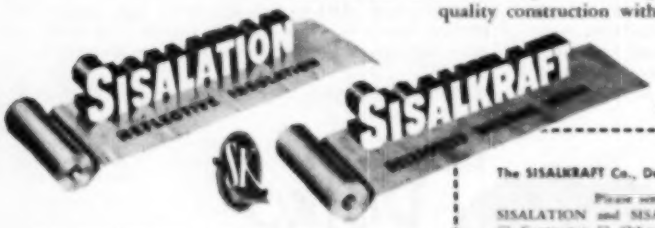


WEATHER SEALED FROM THE *Outside*

Rugged, waterproof SISALKRAFT over exterior sheathing prevents passage of wind-driven rain into walls from the outside.

SISALATION (Reinforced, Waterproof, Reflective Insulation) plus SISALKRAFT (Reinforced, Waterproof, Protective Sheathing Paper) combine the advantages of insulation, vapor-barrier and weather-protection at very lowest cost. They help stop penetration of harmful moisture-vapor into walls from inside, while also stopping passage of moisture and wind from outside. (Meets FHA Vapor-Barrier Requirements, Class A, Federal Specifications UU-P-47).

In addition, SISALATION, bowed in between studs, provides *two* insulating air spaces, plus its reflective insulating surfaces, to help keep homes warmer in winter and noticeably cooler in summer. Heavily reinforced by cross-laid sisal fibres of steel-like strength, SISALATION and SISALKRAFT both remain permanently and effectively in place, for the life of the building. Here is dependable, quality construction with real economy!



Write today for specifications and samples of SISALKRAFT products.

THE SISALKRAFT CO.

CHICAGO 6 • NEW YORK 17 • SAN FRANCISCO 5

The SISALKRAFT Co., Dept. A83, 205 W. Wacker Drive, Chicago 6, Ill.

Please send full information and samples of SISALATION and SISALKRAFT. I am an ☐ Architect ☐ Realtor ☐ Contractor ☐ Other: _____

Name _____

Address _____

City, Zone and State _____

USE SISALKRAFT ALSO UNDER ALL FLOORING, UNDER CONCRETE SLABS, FOR CURING CONCRETE, and FOR GENERAL PROTECTION

Get More Value!

Build better and faster—and at less cost with an all-purpose

DEWALT

Let one machine do the work of many! Thus the way to economy probably in today's building market.

Give DeWalt gives you 10 power machines—helps you build faster, more accurately, and at lower cost. DeWalt saves your time because for you—cutting rafters, studs, joists, bridging, weatherstrip, stair horses, etc. DeWalt finishes your house for you—cutting moulds trim, built-in cabinets, shelving, mullions, window boxes, etc.

DeWalt is fast, safe, accurate! Write for catalog. DeWalt, Inc., 42 Fairmain Avenue, Lancaster, Penna. (Subsidiary, American Machine and Foundry Company.)

Only DEWALT offers you all these features!

1. **Finest motor possible combining:** Fiber glass & Formex insulation, highest grade magnetic steel. Sealed for life bearings. Relatively small in size, concentrating power at low temperatures. Highest ratings according to A.I.E.E. standards, with the highest possible pull out torque. Totally enclosed or protected type motors—eliminating dirt and moisture.

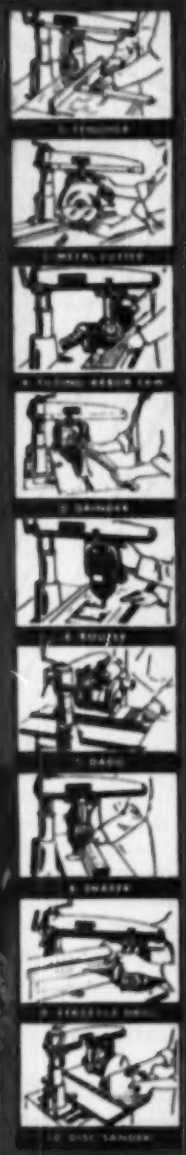
2. **Heat-treated aluminum**—for yoke, motor cases and guard. Lighter yet stronger.

3. **Maximum ripping capacity** — up to 38". Rips to center of 6-foot panel.

4. **Full work table top**—both in front and behind the guide strip.

5. **Latches for locating** every 0° and 45° position—and cross-cut and rip positions.

6. **Adjustments for different widths** of ripping—on accurate, pre-loaded ball bearings.



1. Radial Arm Saw

THE SAW THAT'S FIRST WITH BUILDERS

Power-Packed Ads *like this*

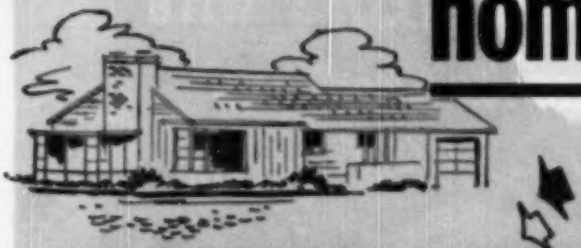
Take a good look at the eye-catching, hard-selling ad illustrated here. It's the first of a whole series of smashing Celotex advertisements aimed at *booming business for you* by stimulating the building of more homes!

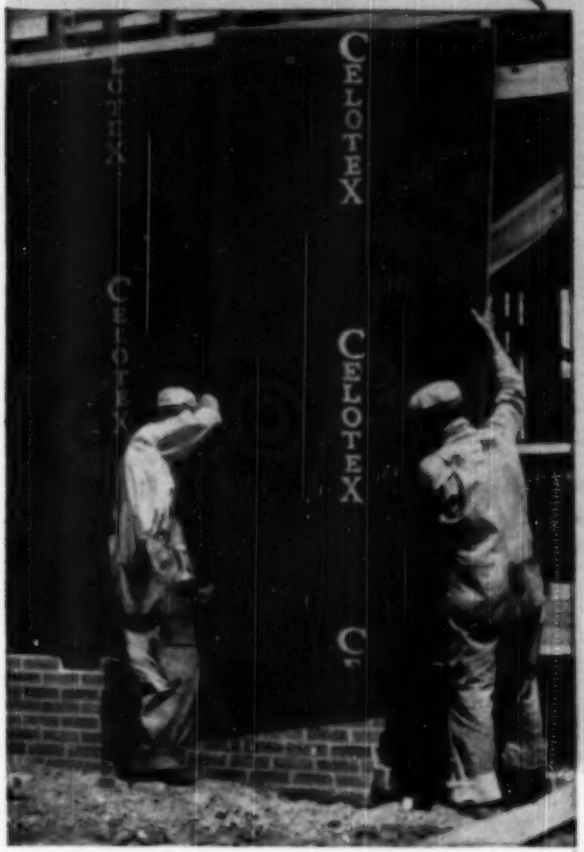
And all through 1950, these powerful ads will be reaching and influencing millions of readers in THE SATURDAY EVENING POST, BETTER HOMES AND GARDENS, SUNSET, PATHFINDER, and other great consumer magazines!

Each ad will spotlight *you* as the man to rely on for a quality home at common-sense cost. Each ad will highlight the *bonus-benefits* that buyers get in homes built with famous Celotex Building Products. It's bound to add up to better sales if you tie in effectively!

So to make your homes easier to sell in 1950, build with genuine Celotex Building Products. And tie in with this power-packed Celotex advertising! See your Celotex representative now for tie-in material, and details on how to put it to work for you. It's yours without cost. The Celotex Corporation, Chicago 3, Illinois.

will help you sell more homes in 1950!





Both you and your customers profit when you build with CELOTEX Building Products

① **Celotex Double-Waterproofed Insulating Sheathing** takes the place of ordinary sheathing, and forms the protective layer between framing and wall exterior. It insulates, builds, moisture-proofs, all at one low cost!

② **Celotex Insulating Lath** forms a rigid inside wall of insulation, providing a strong, solid, continuous plaster base that reduces danger of plaster cracking.

③ **Celotex Pack Wool Blankets** for fast, easy installation between roof rafters, wall studs, floor joists—in new homes or old. Gives added insulation for extra comfort both winter and summer.

④ **Celotex Triple-Sealed Asphalt Roofing** combines new harmonized designs and colors with complete, lasting protection against the elements.

⑤ **Cele-Rok Gypsum Wallboards** build strong, low-cost "dry" walls, partitions and ceilings. Quickly applied directly to framing. Take paint or wallpaper beautifully.

To make your homes easier to sell in 1950...get on the Celotex "Brand-wagon"!

Build with Genuine **CELOTEX** BUILDING PRODUCTS

REG. U. S. PAT. OFF.

HERE ARE YOUR KEYS TO THIS HUGE MARKET!

THE PLAN—Get the inside track to more modernization jobs with this simple and easily workable plan! Its basis is a remodeling "package" of Nu-Wood interior finish and Balsam-Wool sealed insulation. "Decorate and modernize with Nu-Wood ... insulate with Balsam-Wool ... and let Balsam-Wool pay for the job in fuel savings" is the powerful appeal.

THE PROMOTION—Full color and black and white consumer advertisements appearing in the nation's topflight home magazines—such outstanding ones as *American Home, Better Homes & Gardens, House & Garden, House Beautiful, Small Homes Guide, Household, Successful Farming* and *Poultry Tribune*—will reach all sectors of the remodeling market.

THE PRODUCTS—Balsam-Wool and Nu-Wood will set the pace in your modernization jobs ... helping you to sell other products such as roofing, siding, paint, etc. Balsam-Wool's enviable reputation, plus its outstanding money-back guarantee, will close many attic remodeling jobs for you.

Cut a bigger, richer slice of remodeling profits in 1950! Write us for full information about the Nu-Wood and Balsam-Wool system!

1 Building authorities agree that the 1950 modernization market will be bigger—more active—more profitable—even than in the record year of 1949!

2 There's a huge backlog of old houses in need of modernization—a backlog accumulated from the depression 30's and the war 40's.

3 Not only homes, but stores—theaters—hotels—churches—restaurants—commercial buildings of all kinds—will be modernized this year.

4 Easier financing—such as the "Open End" Mortgage, F.H.A. loans and the A.B.C. Credit plan—will provide a powerful incentive to remodel.

5 Remodeling will accelerate still further as rent decontrol extends to further sections of the country.

WOOD CONVERSION COMPANY

DEPT. 119-30, FIRST NATIONAL BANK BUILDING, ST. PAUL 1, MINNESOTA

Manufacturers of BALSAM-WOOL and NU-WOOD

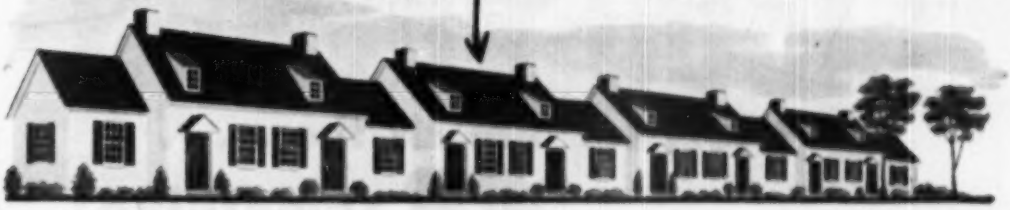
Products of Weyerhaeuser . . . Sold by Lumber Dealers only

Now!

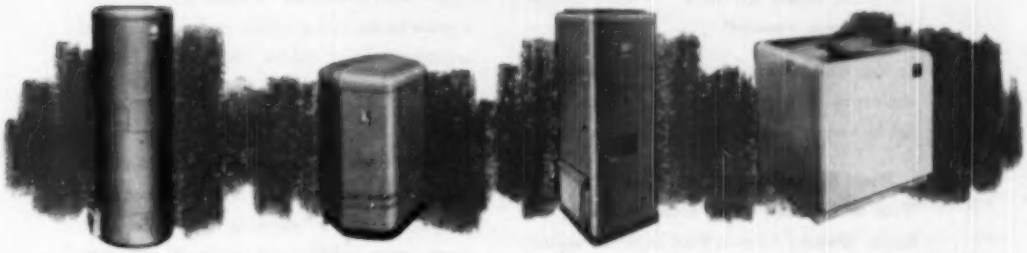
TIMKEN
Silent Automatic

OFFERS NEW HEATING ECONOMIES FOR

MULTIPLE DWELLINGS



RELIEVE OWNERS OF ALL HEATING PROBLEMS—
GIVE TENANTS INDIVIDUAL HEAT CONTROL!



OIL HI-BOILERS — Combining oil burner, heating boiler, domestic water heater, expansion tank and complete automatic controls, these new units offer fully automatic heat plus unlimited hot water — occupy less than four square feet of floor space. Wall-Flame Burner.

OIL AND GAS LO-BOILERS Every wanted, needed feature for finest automatic heating is incorporated in these super-compact units. Completely factory-assembled and unit-shipped. Two cabinet types; three heat exchanger types; choice of oil or gas burner.

OIL AND GAS HI-FURNACES Complete winter air conditioning equipment — including burner (oil or gas), furnace with radiator, blower and air filter — is here combined in one space-saving, fully-integrated unit. Choice of several return air locations.

KITCHEN-TYPE OIL BOILERS Finished in gleaming white — for kitchen installation — these revolutionary units combine an oil burner, house-heating boiler, instantaneous water heater, expansion tank, circulating pump and automatic controls — in one cabinet.

Here's the modern, money-saving heat that is "Duty-Designed" specifically for your new "garden-type" multiple dwellings—*Timken Silent Automatic Heat!*

Whether you're using oil or gas, you save valuable space—even eliminate utility rooms — with these super-compact units. A fuel-thrifty Timken Silent Automatic in each apartment means pinpoint control of heating costs—frees owners from expense and responsibility—pleases tenants, too. This equipment is built to last as long as the house—cuts maintenance costs to the vanishing point.

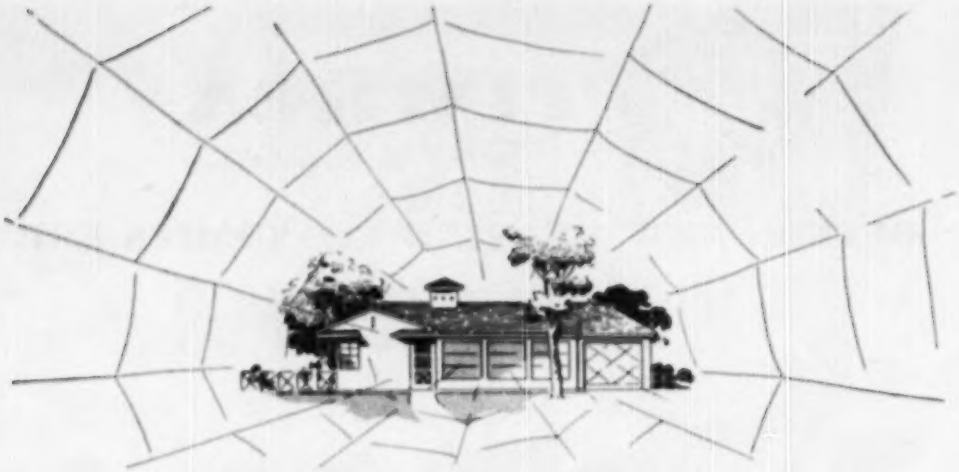
Timken Silent Automatic units are priced in keeping with your construction costs. *Write today for full details!*

TIMKEN
Silent Automatic
HEAT

OIL • GAS • COAL

TIMKEN SILENT AUTOMATIC DIVISION
The Timken-Detroit Axle Company • Jackson, Michigan

PLANTS AT: DETROIT AND JACKSON, MICH. • OSHKOSH, WIS. • UTICA, N. Y. • ASHTABULA AND KENTON, OHIO • NEW CASTLE, PA.



Don't just let 'em sit there . . . *DO* something!

THOSE houses you build . . . don't just let 'em sit there — unsold!

You can make every house you build more attractive to buyers, more quickly and easily salable — yes, and at better prices, too.

How? By installing floors of WRIGHT RUBBER TILE in kitchens, living rooms, hallways and baths. WRIGHT RUBBER TILE imparts a warmth and radiance to every room that you'll see instantly reflected in your prospect's melting sales resistance.

Home buyers respond enthusiastically to the beauty of WRIGHT RUBBER TILE. But its appeal is not to the eye alone. Its quite comfort underfoot, extra long wear, high resistance to stains and damage, plus unequalled ease and economy of maintenance, appeal to your prospect's sense of values — and to his pocketbook, too!

You can tell him that WRIGHT RUBBER TILE is made by the nation's oldest and most respected manufacturer of rubber tile. Floors laid in heavy traffic areas over 28 years ago still look like new.

Install floors of WRIGHT RUBBER TILE in the next house you build. Then observe how prospective buyers "warm up" to it. See how much more quickly and easily it sells — at your price!

You'll find, in an overwhelming majority of cases, that WRIGHT RUBBER TILE in the houses you build makes that all-important difference between stiff sales resistance and easy, profitable sales to satisfied home buyers! Write for full information.

WRIGHT MANUFACTURING CO.
5202 Post Oak Road • Houston 5, Texas

WRIGHT RUBBER TILE

FLOORS OF DISTINCTION

- **WRIGHTEX—Soft Rubber Tile**
- **WRIGHTFLOR—Hard Surface Rubber Tile**
- **WRIGHT-ON-TOP Compression Cove Base**

MUCH lower upkeep cost!*

Servel's record for rock-bottom maintenance costs figured strongly in the choice of 289 Gas Refrigerators for the Gardencrest Apartments, Waltham, Mass.

Maintenance costs on Servel Gas Refrigerators are lower than they are on motor-driven types—and what's more, they *stay* low year in, year out. That's the experience of managers of apartments and housing projects from coast to coast.

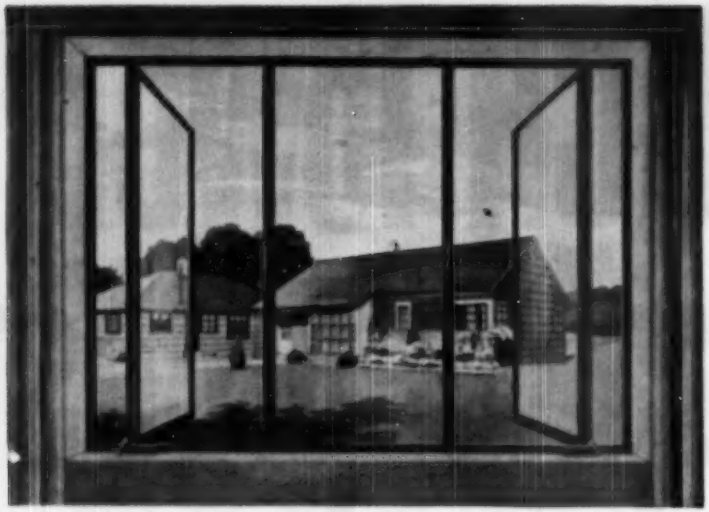
It's because Servel's *exclusive* freezing system operates without a single moving part. There are no pistons, no valves, no pumps. No motor to wear. No machinery to break down. Instead, a tiny gas flame does all the work.

As a result, owners enjoy a minimum of trouble and expense. Writes one apartment operator—"Since installing Servels, I've just about forgotten that I even have refrigerators in the building."

Twenty years ahead of its time, Servel's different principle of refrigeration accounts also for its other big advantages—*permanent silence* and *longer-lasting dependability*. And today, the new 1950 Servel—brilliantly styled by the well-known Walter Dorwin Teague—brings tenants and owners the last word in modern refrigerator design, inside and out. For details on the latest models, consult Sweet's or write to Servel, Inc., Evansville 20, Ind.

***For example—**
MOBILE, ALA. ***"After nine years, our 398 Servels cost only 1¢ a month per unit for upkeep."***
PHILADELPHIA, PA. ***"Exceptionally low maintenance cost over a period of nineteen years."***

Modern one-story home in Souderton, Pa., equipped with Lupton Steel Casement Windows. Designed and built by David Lutz, Gwynedd Valley, Penna.



Windows "Make" the Small Home

Lupton Casement Windows are a striking feature of this fast-selling one-story home. Bright room interiors, trim, modern appearance and controlled, draft-free ventilation make Lupton Metal Windows a sound investment for the modest home or the finest custom-built residence.

Check these economy features: (1) Easy-to-install, they save time on the job; (2) Available for immediate delivery from warehouse stock; (3) Complete with finest operating hardware.

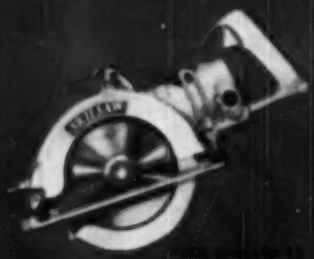
Permanent steel frames will not warp, swell, shrink or rattle. Neat, metal frame screens and glass insulating panels are easily attached on the inside of the window. Catalog with list of representatives sent on request.

MICHAEL FLYNN MANUFACTURING COMPANY
700 East Godfrey Avenue, Philadelphia 24, Penna.
Member of the Metal Window Institute

LUPTON
METAL WINDOWS

"Following the line is easier with SKIL Saw"

You can always see both the blade and the mark



SKIL Saw lets you see what you're doing . . . on every cut. There's no need to look around motor housings. There's no leaning over the saw to see what's going on. Your line of cut is always in plain view. You see the SKIL Saw blade as it cuts. You work in a normal, easy position.

Full visibility, perfect balance and extra power make SKIL Saw easier to use on any job. Tough, heavy-duty construction keeps SKIL Saw out of the shop, keeps SKIL Saw on the job. Ask your SKIL Tools Distributor for a demonstration of easy-handling, hard-working SKIL Saws today.

SKIL Tools

SKIL Products are made only by
SKILSAW, INC.
5033 Fulton Avenue, Chicago 30, Ill.
Factory Branches in Principal Cities
In Canada: SKILTOOLS, LTD., 64 Portland St., Toronto, Ont.

"We like Atlas Mortar because it is possible to get a more uniform, workable mortar with less effort"

says expert mason Mr. Willard Randolph of A. S. Randolph & Son, Detroit Lakes, Minnesota.

Mr. Randolph's statement gives further proof that experienced masonry craftsmen prefer Atlas Mortar Cement. Many similar reports tell how masons like the buttery plasticity of Atlas Mortar, the easy way it responds to the trowel . . . and how contractors appreciate its satisfactory yield, its strength and color. Its outstanding durability is proved by rigid laboratory tests.

Backed by years of research Atlas Mortar Cement complies with ASTM and Federal Specifications for masonry cement. For further information, write Universal Atlas Cement Company (United States Steel Corporation Subsidiary), Chrysler Building, New York 17, N. Y.

OFFICES: Albany · Birmingham · Boston · Chicago · Dayton · Kansas City · Minneapolis · New York · Philadelphia · Pittsburgh · St. Louis · Waco.

AS-MC-26

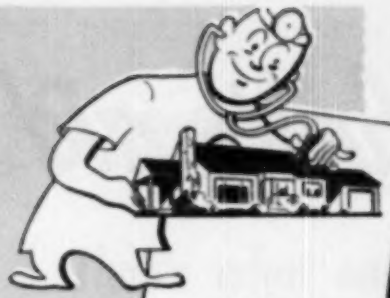
SKILLED HANDS PREFER

ATLAS MORTAR CEMENT

THE SATIN OF MASONRY CEMENTS

A UNIVERSAL ATLAS PRODUCT

"THE THEATRE GUILD ON THE AIR"—*Sponsored by U. S. Steel Subsidiaries—Sunday Evenings—NBC Network*



JUST WHAT THE DOCTOR ORDERED

4 MORE DEALER PROMOTION HOMES

SPONSORED FOR YOU BY THE SHINGLE BUREAU...

THE HAMILTON

THE WASHINGTON

THE JACKSON

THE JEFFERSON

The Certigrade National Home promotion last year brought thousands of building material sales to retail lumber dealers throughout America. This year, four new shingle and shake homes will be featured in full page, color advertisements in the Saturday Evening Post, Country Gentleman and 25 other magazines. Plans of these homes will be available to prospective builders *only through retail lumber dealers.*

Yes, millions of families will be advised to *see a lumber dealer* for "Quartet" blueprints and materials. This program can net you large profits. Contact your Association Secretary for full information on the Quartet plan.

BACKED BY A GREAT ADVERTISING PROGRAM

Page after page of advertising in the Saturday Evening Post, Country Gentleman, American Builder, Practical Builder, American Lumberman, Building Supply News and other magazines will feature these dealer-promotion homes during 1950.

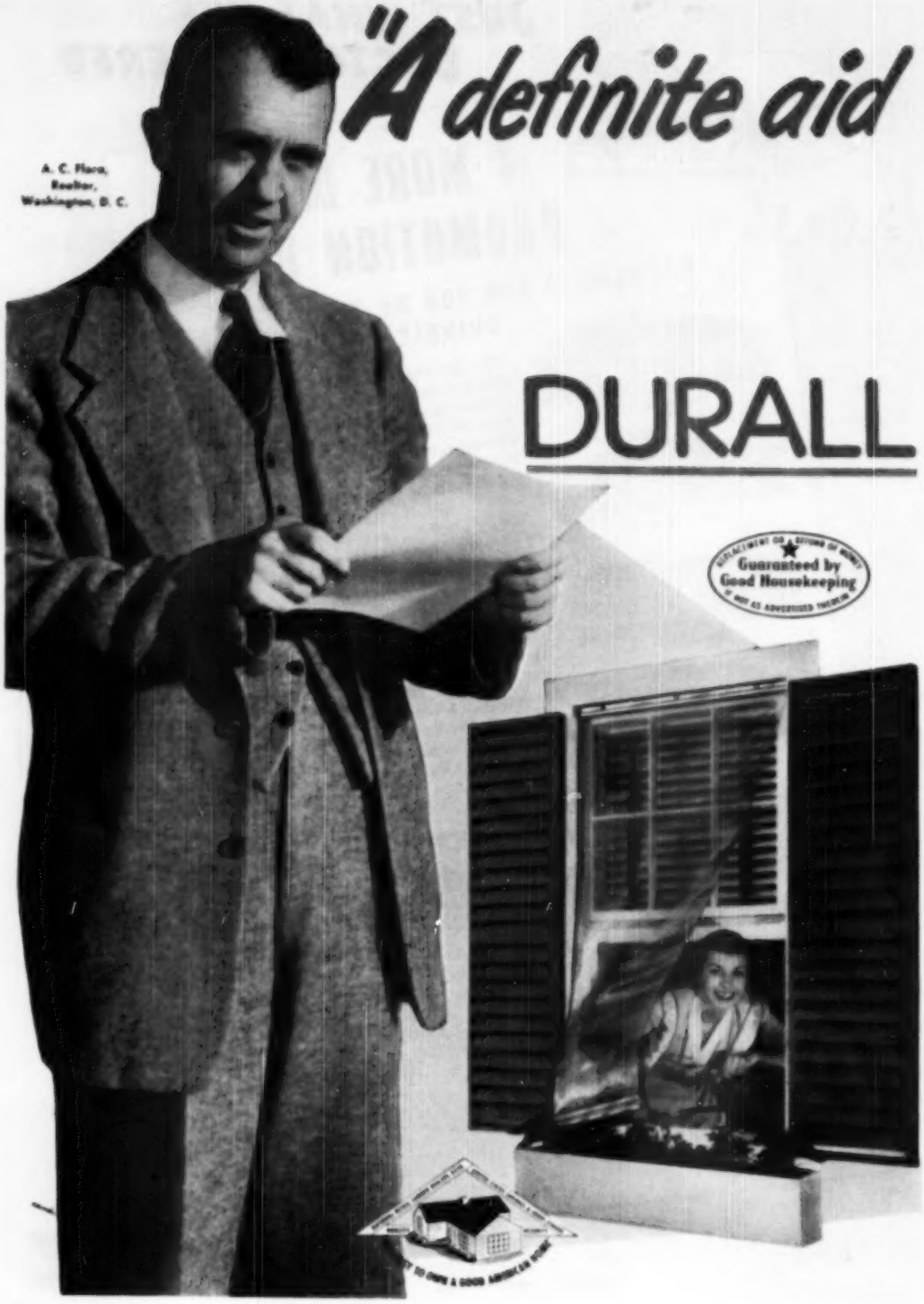
...AND THIS ATTRACTIVE ROADSIGN WILL BUILD YOUR SALES

Approved by the National Retail Lumber Dealers Association, this attractive road sign is available to you from your regional lumber association. The signs show the famous Certigrade National Home. Built, erected and maintained by an outdoor advertising firm, you may use these signs, at nominal cost, to publicize your firm in your community. Order now through your association secretary!

RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle

Metropolitan Building, Vancouver, B. C., Canada


"A definite aid
A. C. Flora,
Realtor,
Washington, D. C.
DURALL
Guaranteed by
Good Housekeeping

"to me in selling houses"

That's what one building man says about this amazing new kind of window screen

ALUMINUM TENSION SCREENS

Read what other builders say:

- "Very simple to install with no maintenance problems." E. L., Building Supt.
- "One man can easily install Durall screens in five houses a day with 15 screens in each." G. A. J., Carpenter.
- "I've been selling houses 15 years and I've had more favorable comment on Durall screens than any other item." C. D. K., Real Estate Salesman.
- "When they are up, they're up. No rechecking, refitting or adjusting. Never have any complaints." G. A., Carpenter Foreman.

Yes, the men who have used this remarkable new screen are giving it "rave notices."

Once you've used Durall yourself, you'll see why *everybody* likes Durall.

Durall is a completely new idea. It features streamlined tension design and durable all-metal construction. It's aluminum, light, flexible, easy-to-handle, rustfree and paintfree for a lifetime!

Durall has no side frames to cut, fit and refit. It's wonderfully easy to put up or take down from inside. It *rolls up* for easy, compact storage. And it will stay good looking and serviceable for years to come.

Naturally these advantages make a big hit with home buyers. Put this sales-making "plus" in your houses and you'll join the hundreds of building men throughout the country who are already singing Durall's praises.

The present price at retail is only $3.75 for an average size!

FREE BOOKLET! *Write today* for complete information about Durall, the *new* kind of window screen. Address: Desk AB-3. Or contact your building supply or sash and door jobber.

DURALL
ALUMINUM TENSION SCREEN

NEW YORK WIRE CLOTH COMPANY • 445 PARK AVENUE, NEW YORK 22, N. Y.

WIRING NEWS

A PERIODICAL DIGEST OF WIRING IDEAS FROM THE GENERAL ELECTRIC CONSTRUCTION MATERIALS DEPARTMENT

Dream-home Lighting at Budget-home Cost

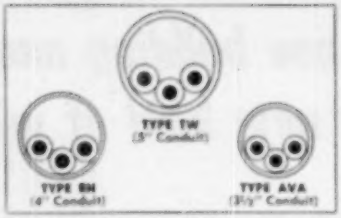
Today's prospective home buyers are harder to "sell." They insist on modern planning and conveniences . . . they look for extras . . . they demand proof of quality before they buy. That's why architects and builders recognize the value of the General Electric remote-control wiring system as a spur to added home sales.

This step-saving, new wiring system at last makes dream-home electrical control a reality. Simple and economical to install, it is easily demonstrated to the prospect. Unobtrusive flush switches at convenient locations give instant, positive ON and OFF control of any light or electrical apparatus. And, while you're demonstrating remote control, you'll have the added "sell" of the General Electric monogram.

For Low-Cost Homes

General Electric remote-control system is practical for even budget-price housing. Designed to fit in with existing techniques, remote control requires the same tools and methods needed to install present power circuits. Small relay snaps into knockout of outlet box. Inexpensive wire can then be run from relay to centrally-located transformer and conveniently-placed switches.

For further information why not contact your General Electric Construction Materials distributor, or check item (A) in the coupon below.



Here's How You Can Get 49% More Current Per Raceway

Now, there's a really easy way to increase circuit capacity *without* increasing raceway size — just rewire with General Electric Deltabeston® asbestos-varnished cambric cables!

Insulated with heat-defying asbestos, Deltabeston AVA cables meet the requirements for small-diameter cables in heavy-load jobs involving high temperatures. That's why at normal ambient temperatures (in dry locations, as specified by National Electrical Code) AVA cables can deliver up to 49%* more current per raceway than ordinary types of building wires.

Saves on New Work

In new construction, too, because of their heat-resisting asbestos insulation, AVA cables often permit smaller conductors, reduced raceway sizes, and over-all savings on weight.

If you have not considered asbestos-varnished cambric cables for space and materials savings, you'll do well to figure them in on your next heavy-load job. It may amaze you to discover what real savings Deltabeston AVA cables can offer.

For further information, consult your local General Electric distributor, or check box (B) in the coupon below.

*(This figure was worked out for AVA cables of 1000 MCM. Other sizes offer similar savings.)

You Know You're Right With "G-E White"

There's no question about it. You get top wiring protection when you use General Electric white rigid conduit.

Years of Protection

Carefully controlled in manufacture from raw material to final inspection, G-E White offers the advantages of a uniform, high-quality product. Top-quality steel, *hot-dip-galvanized*, inside and outside, means years of protection from atmospheric corrosion. Smooth Glyptal® finish adds *plus* protection, makes wire pulling easy and fast.

Installation Features

During installation you'll appreciate the uniformity of G-E White. You'll like the way it cuts waste by eliminating flat bends. The electrical contractor will like its sharp, clean threads, too.

For top protection specify General Electric white rigid conduit. And remember General Electric also supplies a complete line of fittings and accessories. For information on conduit, check box (C) in coupon.

Light Weight Makes Light Work Of Residential Wiring

Light weight . . . small diameter . . . easy stripping. These features make General Electric PVX® nonmetallic-sheathed cable a real time saver in all types of residential work.

Built to Last

Glass-and-cotton braid resists both moisture and flame. Individual conductors are insulated with a Type T thermoplastic compound and spiral-wrapped with impregnated crushed-paper armor to provide maximum dielectric and mechanical strength. Check PVX at your local G-E distributor's, or check box (D) in the coupon.

Silence Makes Sales

In homes, stores, plants, offices, and hospitals, the silent General Electric mercury switch is a selling feature hard to beat.

Demonstrate it. Show customers how smooth—how quiet it is. Tell them it stays on the job for more than a million ON-OFF cycles. Yes, you'll find extra "sell," extra quality in General Electric mercury switches. Check box (E) in coupon for complete information.

Section K1-32
Construction Materials Department
General Electric Company
Bridgeport 2, Connecticut

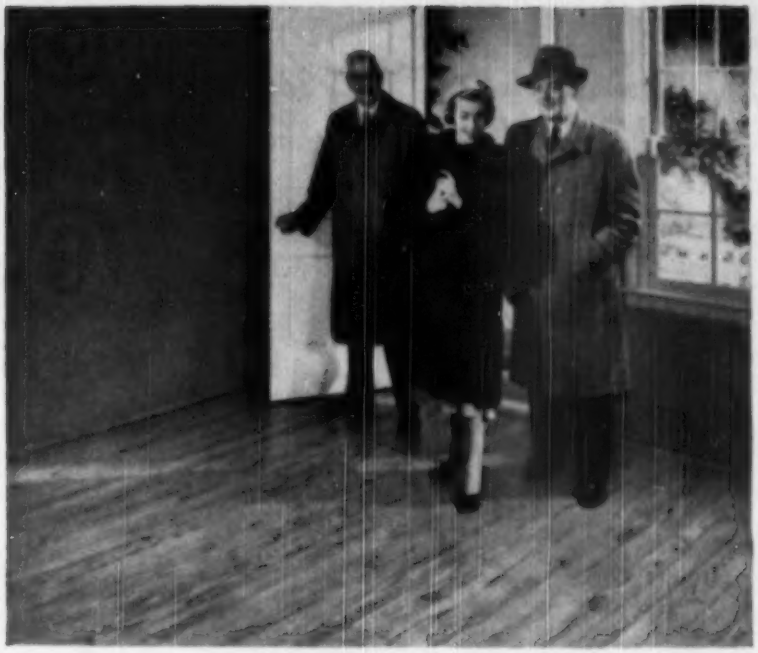
Please send me free information on:

- A ☐ Remote Control
- B ☐ AVA Cables
- C ☐ White Rigid Conduit
- D ☐ PVX Cable
- E ☐ Mercury Switch

Name _____ Title _____
Company _____
Address _____
City _____ Zone _____ State _____

GENERAL ELECTRIC

85% of all Prospective Home Owners want Oak Floors



"GET OFF ON THE RIGHT LOOK"

"I like to see my prospects get off on the right *look* when I take them through my houses, because I know that it's the nature of that first look that makes or breaks a sale.

"That's why I make sure my houses have oak flooring. We salesmen know that 85% of our prospects want oak in their next home. So, it makes the job of selling a lot easier if the important half of a couple sees something she wants quick, like oak floors, for instance. Yes, getting a prospect off on the right *look* is the safest way to start a sale."

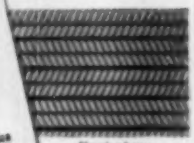
See our catalog in Sweets

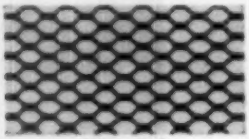
NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION

DEPT. S-3 • 814 STERICK BUILDING • MEMPHIS 3, TENNESSEE

Nothing helps sell a house faster than Good Oak Floors

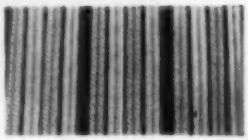
TRUSCON METAL LATH *Identified...*


Herringbone Doublemesh Lath


Diamond Lath

Self-Sentering Lath

Stucco Mesh


⅜-inch Ribplex Lath

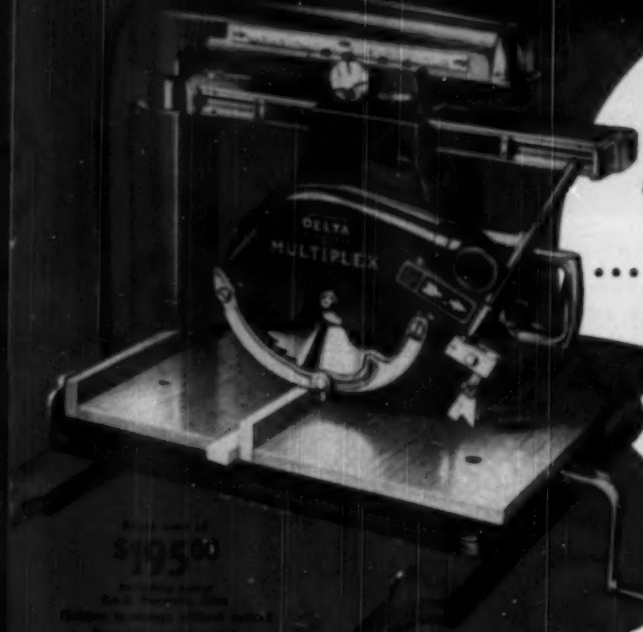
for quick, positive use

In every bundle of Truscon Metal Lath you will find an identifying card, giving you the exact specifications of the material you are handling. This is a Truscon service feature that helps you in many ways: saves handling time, eliminates inconvenience, speeds work, ends the possibility of using the wrong product on the job. Specify Truscon Metal Lath and Accessories to get the best in quality, service, and exact product to meet your professional needs in doing an artistic job. Write for free illustrated literature describing over 40 items in the Truscon line.

FREE Book on Truscon Metal Lath and Accessories. Write for it. The Truscon Steel Company Manufactures a Complete Line of Metal Lath and Accessories, Including Practically All Items Necessary to Insure a First-Class Plastering Job in Any Type of Building Construction.

TRUSCON STEEL COMPANY
Subsidiary of Republic Steel Corporation
YOUNGSTOWN 1, OHIO
Warehouses and sales offices in principal cities

Delta's low-cost, portable job shop outmodes ordinary power saws!



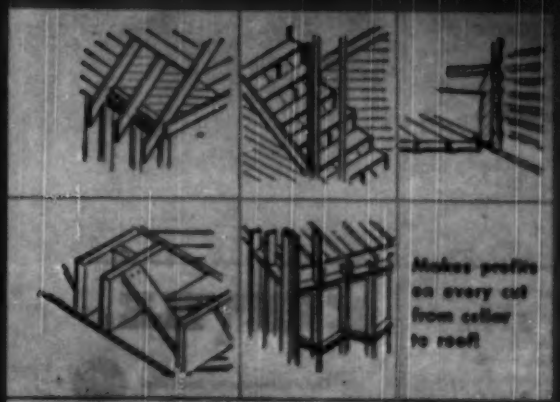
"Double Radial Action" makes the difference

...and only DELTA® MULTIPLEX has it!

2 fully-usable 360° radial movements above the table!

Makes money for you these ways:

The correct speeds for your special jobs!



Makes profits on every cut from cellar to roof!

Power Tool Division
ROCKWELL MANUFACTURING CO.
400 S. Vienna Ave., Milwaukee 1, Wis.

Send me your Delta Multiplex catalog, "Selected Applications."

Name _____
Title _____
Company _____
Address _____
City _____ State _____

KENTILE FLOORS

suit every type of store

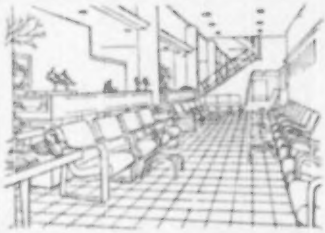
Unlimited variety of design effects with this low-cost, long-wearing flooring.

Kentile's 23 colors . . . plus feature strips and special inserts . . . give wide latitude for design effects. This floor blends with any type of interior . . . and lends itself particularly well to open front store design.

Yet for all its decorative appeal, Kentile is outstandingly low priced and famous for resistance to wear. Despite constant foot traffic Kentile keeps the fresh attractive appearance that builds business for the retailer. Cleaning is a simple matter with this smooth-surfaced, dirt-resistant asphalt tile. Colors go through the material—can't wear off.

Kentile can be installed on any smooth firm underfloor—no expensive sub-base necessary. You can specify it for use on concrete below grade or on sound double wood floors with top tongue boards not over 3" wide.

KENTILE SIZES FOR EVERY INTERIOR. Kentile is made in 9" x 9" squares. Also in special sizes — 3" x 3", 3" x 6", 4" x 4", 4 1/4" x 4 1/2", 4 1/2" x 9" and diagonal tile of all sizes. Standard Kentile is 1/8 inch thick with 3/16 inch also available.



DAVID E. KENNEDY, INC., 58 Second Avenue, Brooklyn 15, N. Y. 350 Fifth Ave., New York 1, N. Y. • 705 Architects Bldg., 17th and Sansom St., Philadelphia, Pa. • 1211 N.B.C. Bldg., Cleveland 14, Ohio • 225 Moore St., S.E., Atlanta 2, Ga. • Kansas City Merchandise Mart Inc., 2201-5 Grand Ave., Kansas City 8, Mo. • 1440 11th St., Denver 4, Colo. • 4532 South Kolin Ave., Chicago 32, Ill. • 1113 Vine St., Houston 1, Texas • 4501 Santa Fe Ave., Los Angeles 58, Calif. • 93 Market St., Oakland, Calif. • 432 Statler Bldg., Boston 16, Mass.

KENTILE.®

The Permanently Beautiful Asphalt Tile

Now homes under $10,000 can have pegged oak floors

For years, pegged oak floors laid in random-widths have meant luxury and quality to style-conscious home owners. But the high cost of installation has limited their use to higher priced homes.

Now Bruce has developed the new Ranch Plank Floor that is moderate in cost because it's pegged and completely finished at the factory and is installed exactly like strip flooring. The alternate 2¼" and 3¼" strips give the beautiful decorative effect of a random-width plank floor. But Ranch Planks have none of the installation problems and expansion hazards of wide oak planks.

Architects and interior decorators praise the new Ranch Plank Floor for all types of homes and apartments. Owners say it's one of the most admired features of their homes.

Give your homes this plus value that lifts them out of the ordinary class. See our catalog in Sweet's 1950 File. For complete data and new booklet with color photographs of Ranch Plank Floors, write: E. L. BRUCE CO., MEMPHIS 1, TENN.

Bruce Ranch Plank Floor

BRUCE

IT'S PEGGED AND FINISHED AT THE FACTORY

Easiest way to Insulate Casements

...for comfort and fuel savings

Here's comfort right up to the windows, even on cold days — for these Pella Casement Windows, made in Pella, Iowa, are self-insulated with *Thermopane*. Architects: Gerlow and Conklin, Toledo.

● Home owners like the comfort and convenience of self-insulating windows. They enjoy freedom from bothering with storm sash spring and fall. *Thermopane** all through the house gives them what they want. It adds salability, creates long-lasting satisfaction with the home.

Fifteen companies now manufacture **aluminum** casement and double-hung windows to accomodate *Thermopane*. Ten manufacturers make casement and double-hung **steel** windows for *Thermopane*. Eight manufacturers have standard **wood** windows available in both double-hung and casement styles for *Thermopane*. Many local sash houses regularly fabricate to order double-hung and casement wood windows as well as framing for inexpensive window walls. Write for a list of *Thermopane* window manufacturers.

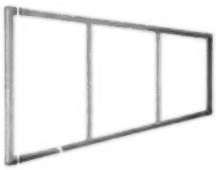
Thermopane is made in more than 80 standard sizes for all types of sash—wood and metal. Contact sash suppliers for information on types and sizes available. Write for a list of standard sizes of *Thermopane* units, or see your L-O-F Glass Distributor.

*®

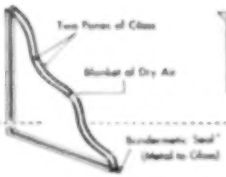
Casement windows — *Thermopane* is a simple answer to the problem of insulating them. The entire sash is operated at will because *Thermopane* is glazed into it.

Double-hung windows — there are 28 standard-sized *Thermopane* units to fit the most commonly-used dimensions of this type of sash.

Window walls and picture windows—*Thermopane* units are available in sizes to fit standard wood, steel and aluminum picture windows.



FOR BETTER VISION SPECIFY THERMOPANE
MADE WITH POLISHED PLATE GLASS



L-O-F **Thermopane**

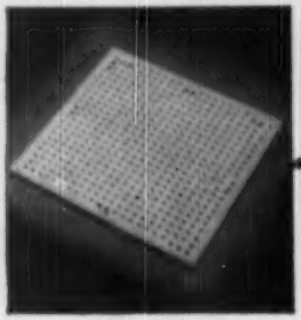
MADE ONLY BY LIBBEY-OWENS-FORD GLASS COMPANY
3535 Nicholas Building, Toledo 3, Ohio

How to nail up Cushiontone ceilings

One reason Armstrong's Cushiontone® is so popular is because it's easy to install. While it is often applied with an adhesive, Cushiontone can be nailed in place on most jobs and is designed with special holes for nailing. The essential steps are shown below.

1. **1" x 3" furring strips** are applied 12" on centers across ceiling joists or uneven plaster. Center first strip to assure matching tiles along walls. Over concrete, it is best to use 2" x 4" furring, not over 24" o.c., and cross-fur with 1" x 3" strips.

2. **Furring should be level.** Lay a spirit level along length of each furring strip and across strips at one-foot intervals. Shim where necessary for level surface. To prevent "breathing," apply building paper over furring as Cushiontone is erected.



3. **Short drilled holes** in Cushiontone, marked red above, provide extra nail-holding strength. Use one nail in each corner of 12" x 12" units. Use the shallow holes midway along the sides when applying units trimmed for fitting.

4. **The proper nails** to use are flat-head or collar nails, with head ⅛" to 5/32" in diameter. Nails should be at least ½" longer than the thickness of Cushiontone. Flat-head nails should be set, but collar nails can simply be finished flush with surface.

5. **Install Cushiontone,** starting in the center of the ceiling and work toward the walls as building paper is applied. Start nails into Cushiontone before positioning for nailing. For finishing, use standard wood moldings at joint where ceiling and walls meet.

Available through lumber dealers

Now made available through lumber dealers, Armstrong's Cushiontone presents a real profit opportunity on both new and remodeling jobs. Cushiontone is nationally known—low in cost—easy to sell. For complete information and samples, contact your Armstrong wholesaler or write to Armstrong Cork Company, 1603 Stevens Street Lancaster, Pennsylvania.

Armstrong's Building Materials

TEMLOK® • INSULATING WOOL • MONOWALL® • HARDBOARDS • CUSHIONTONE®

DRY WALL CONSTRUCTION

• Why pay extra money for **good quality**, dry lumber and then soak it with **water — by** plastering?

With **Dry Wall Construction** the owner will never have cracked walls, falling ceilings or buckled floors. **Dry Wall Construction** is the modern, up-to-date, common sense and fast method — the greatest advance in 300 years of building construction.

For 32 years Homasote has been used for Dry Wall Construction — in millions of dollars of private homes. Since 1936 its use has been supported by intensive research costing more than $500,000.

Dry Wall Construction — with Homasote Big Sheets — offers many major advantages . . . The average wall is covered with a single sheet; batten strips and unsightly wall joints are eliminated. Joints are made at doors and windows, as desired . . . Labor costs are minimized; many fewer handling operations; many fewer nails . . . In a single material you provide lasting insulation value and great structural strength . . . You build a quieter home, free from dampness — with dependable insurance against musty closets and mildewed walls . . . You provide added protection against fire. In a hot fire, non-fibrous products crack and fall from the wall when cold water from a hose strikes their surface; the whole wall is opened up. Also — light density, porous, wood-fibre products burn readily. Repeated case histories, however, show that Homasote (hard-pressed, dense, wood fibre) stays on the wall and protects the studs against charring.

Dry Wall Construction — with Homasote Big Sheets — means walls that are permanently crackproof, ideal for paper or paint, lending themselves to modern decorating effects, modern mouldings and trim.

Let us send you performance data and illustrated literature on Homasote and allied products.

If Romeses had had Homasote . . .

instead of plaster, dry walls and ceilings would now have been the *accepted method*. It would have been impossible to gain acceptance for a material that creates the annoyances, expense and perils of cracked walls and falling ceilings.

Weatherproof **HOMASOTE**

. . . in Big Sheets up to 8' x 14'

Oldest and strongest insulating and building board on the market

SEE OUR CATALOG IN SWEET'S

SEND FOR ILLUSTRATED LITERATURE

HOMASOTE COMPANY DEPT. 38, Trenton 3, New Jersey

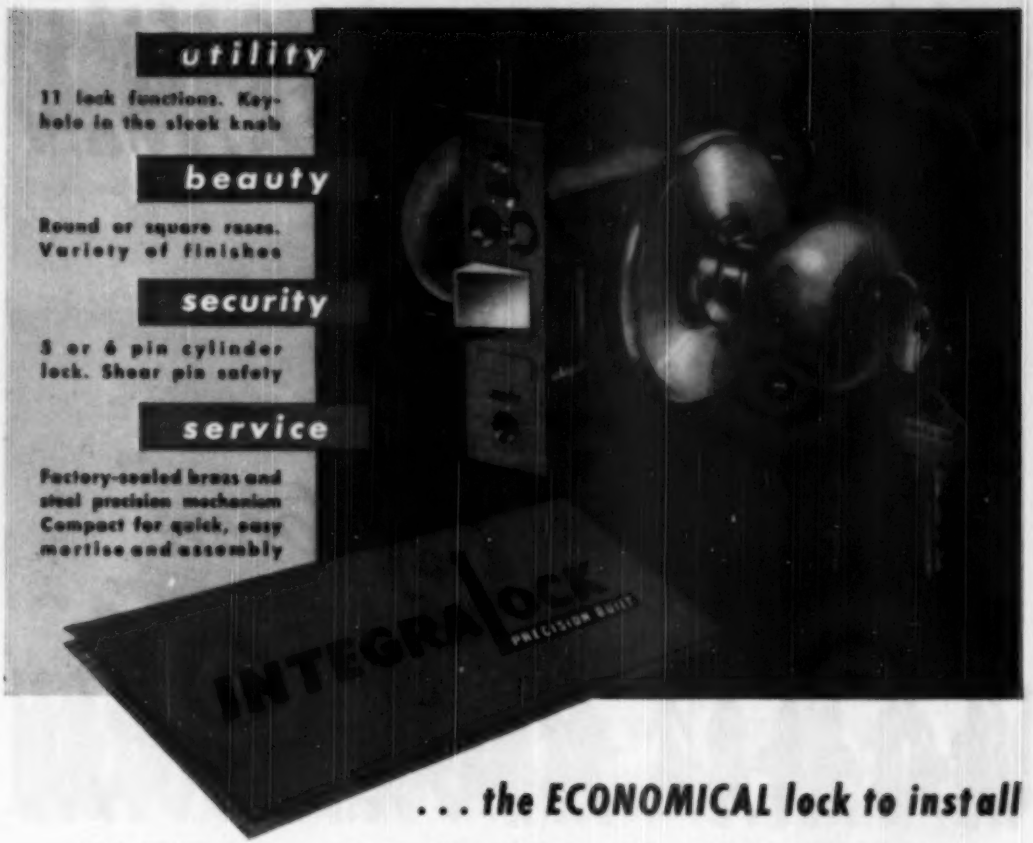
Send me literature as checked:

Standard Homasote (Big Sheets) ( )
Striated Homasote (Tiles and Panels) ( )
Wood-textured Homasote (Panels) ( )
Sote Asbestos Board ( )
The Nova Roller Door ( )
The Nova-Shingle and the Nova-Speed Shingling Clip ( )

Name _____ (Please print in pencil)

Address _____

City & Zone _____ State _____



. . . the ECONOMICAL lock to install

30% FEWER PARTS — 50% SMALLER MORTISE — 75% LESS INSTALLATION TIME

Using the same tools, the total of handling, mortise, installation and assembly time is chopped 75%. Precision made to withstand rough day-in, day-out handling on any building, the INTEGRALOCK has all the advantages of pre-war mortise and unit locks, PLUS trouble-free use and economical installation.

Install the better lockset that users appreciate. Save money by saving time with INTEGRALOCK. Write for the name of your nearest Sargent dealer.

4500 LINE All purpose. For economical buildings and for interior doors of buildings guarded by INTEGRALOCK.

Sargent and Company
CHICAGO NEW HAVEN NEW YORK

Ask Mr. and Mrs. America:

ONE out of FOUR says

"Youngstown"

Here's **PROOF** that Youngstown Kitchens add sales appeal and value to new houses!

In a recent independent consumer survey, 24% of all people interviewed knew Youngstown Kitchens by name—five times as many as could name any other single make! That's proof that your prospects know Youngstown Kitchens . . . and that's why Youngstown is the World's Largest Makers of Steel Kitchens!

Here are six of the many advantages you get with Youngstown Kitchens:

1. Installation is faster (units come ready for installation).
2. Delivery is timed for when you need the units (no warehousing; lower handling costs).
3. No painting or touching up.
4. No fitting of doors and drawers—all hardware attached.
5. Original cost estimate is right (no hidden extras or inexact guesses).
6. Youngstown representatives can often make real savings in equipment costs if they are consulted at the planning stage.

Let us prove to you *on specific building jobs* that you profit more with Youngstown Steel Kitchens. Send us your plans, and let our kitchen-planning experts show you how Youngstown Kitchens mean solid savings for you.

Youngstown Kitchens

MULLINS MANUFACTURING CORPORATION • WARREN, OHIO
World's Largest Makers of Steel Kitchens

HOME-UTILITY 6" ELECTRIC SAW

(CUTS TO FULL 2" DEPTH)

Reduced to

$54.50

NOW! all these great saw features at a NEW, LOW PRICE $54.50

HUNDREDS OF USES GIVE YOU REAL VALUE! The Home-Utility 6" Electric Saw is ten times faster than hand sawing for hundreds of building jobs! You can use it to speed up such jobs as sawing stair stringers, sawing lumber to construction length, trimming stock size millwork to fit, making pocket cuts in walls, cutting transite with abrasive discs, fitting interior trim and moulding, etc.!

EASY HANDLING REDUCES FATIGUE! Perfectly balanced, compact, the Home-Utility 6" Saw weighs only 9½ lbs. Comfortable handle is close to blade for easy one-hand control. Cutting guide is always visible. Sawdust blown clear. Operates from any standard power line (A.C. or D.C.) or portable generator—115-220 volts.

MANY FEATURES FOR MAXIMUM SAFETY! The Home-Utility 6" Saw's telescoping lower blade guard slides open to expose the blade as the saw-cut is started. As the Saw leaves the work, this guard springs closed automatically for complete safety. Instant-release trigger switch. Ground wire prevents shock if tool shorts.

UNMATCHED QUALITY FOR LONG SERVICE! Driven by a powerful Home-Utility universal motor, built by Black & Decker specifically for power sawing. Full-size ball bearings throughout. Sturdy aluminum housings. Tough gears for years of service. Just what you'd expect of Black & Decker's 39 years of outstanding electric tool building.

ORDER NOW FROM YOUR HOME-UTILITY DISTRIBUTOR

DEPTH AND BEVEL ATTACHMENT [illegible] $5.45

ELECTRIC HOME-UTILITY TOOLS

RIP FENCE [illegible] $3.00

Product of The BLACK & DECKER Mfg. Co.
Dept. H-660, Towson 4, Maryland

Articles reproduced from January and March issues of Better Homes & Gardens.

Recipe for success:

"Catch 'em While They're Deciding"

It's in the home that families decide to remodel a wall, install a new window or heating system, and plan to build their new home.

So it's only natural that Better Homes & Gardens stands out as "America's 1st Point of Sale" for your lines.

Not just because BH&G goes directly into more than 3,000,000* homes. Nor even because the homes have far-above-average incomes—and brisker buying habits.

What does the trick is BH&G's helpful, *wanted* 100% service content on good living which includes more building editorial than any other major magazine. This puts readers in a buying mood—and they welcome advertising that catches their eye while they're making up their minds.

Net result: Brands advertised in Better Homes & Gardens move faster.

*3,283,000 ABC and going to 3,500,000 soon.

America's 1ST Point of Sale

Over ~~3,000,000~~ 3,250,000 select homes will decide on these brands — pre-sold in Better Homes & Gardens

January, February and March Issues

APPLIANCES
Admiral Refrigerator
American Gas Assn. Drier
American Kitchens Disposer
Bendix Washer
Bissell Sweeper
Cadillac Vacuum
Caloric Range
Crosley Home Freezer
Crosley Range
Crosley Refrigerator
Crosley Television
Easy Washer
Empire Aristocrat Coffee Maker
Empire Aristocrat Sandwich Toaster & Waffler
Empire Aristocrat Toaster
Frigidaire Refrigerator
General Electric Refrigerator
General Electric Television
General Mills Iron
General Mills Steam Ironing Attachment
General Mills Toaster
Gibson Range
Gibson Refrigerator
Gilbert Mixer
Grand Range
Hamilton Beach Mixer
Hamilton Drier
Hardwick Range
Hoover Vacuum
Hotpoint Dishwasher
International Harvester Refrigerator
Johnson's Floor Polisher
Kelvinator Refrigerator
Lewyt Vacuum
Lovell Pressure Water [illegible]
Motorola Television
Old English Floor Polisher
Roper Range
Sanitary Refrigerator
Servel Refrigerator
Seth Thomas Clocks
Tappan Range
Telechron Clocks
Thor Automatic Washer
Toastmaster Toaster
Tyler Harder-Freez Home Freezer
Westclox Clocks & Watches
Youngstown Kitchens Food Waste Disposer

AWNINGS, BLINDS & SHADES
Canvas Awning Institute
Flexalum Blinds
Otis Woven Awnings
Rosco Awnings

FANS
Aerogel Kitchen Fan
American Kitchens Ventilator
Kitchen-Aire

FLOORS
Bruce Hardwood

FLOORCOVERINGS, HARD
Armstrong's Asphalt Tile
Armstrong's Linoleum
Fremont Rubber Tile
Hake Asphalt Tile
Kennedy Rubber Tile
Lonsdale
Stone Linoleum
Wright Rubber Tile

FLOORCOVERINGS, SOFT
Alexander Smith Rugs & Carpets
Hardwick & Magee Carpets
Holmes Carpets
Roger Carpets
Masland Broadlooms
Olson Rugs
U. S. Rug Underlay

GLASS
I.O.F. Thermopane
PC Glass Blocks
Pittsburgh Plate

HANDYMAN
Atlas Press Tools
Darco-James Tools
Dremel Sander
Dure Cement
Emrick Tools
Home Utility Tools by Black & Decker
Mall Tools
Norton Utility Files
Plastic Wood
Power Tools, Inc.
Shopsmith Tools
Skil Home Tools
Smooth-On Cement
J-In-One-Oil
Warren Dado Washer

HARDWARE
Anchor Fence
Cyclone Fence
Durall Tension Screen
Kaiser Aluminum Screening
Knape & Vogt Closet K-Venences
Moore Push-Pins
Mortise Weather Stripping
Nat'l Retail Hardware Assn.
Nichols Aluminum Nails
Page Fence
Saron Screws
Spec-A-Sink
Word-American Tire Chains

HEATING MAJOR
Aldrich
American-Standard
Bell & Gossett
Burnham Portables
Delco
Iron Fireman
Ignitrol
Mueller Climatrol
Nu-Way Oil Burner
Stuntzenol Oil Burner
Trane
Waterman-Waterbury
Williams Oil-O-Matic

HEATING, MISCELLANEOUS
Bennett-Ireland Fireplace
Bennett-Ireland Flexatrons
Dust-Stop Air Filters
Gardner Radiator Enclosure
Hassock Outdoor Fireplace
Heatilator Fireplace
Honeywell Controls
Prize Fireplace Form
Robertshaw-Fulton Controls

HOMES & PLANS
Aladdin Homes
Cleveland House Plans
Gerlinghouse Plans
Harmonious House Plans
Int'l Mill & Timber Homes
Lewis Homes
National Homes
Orbel Greenhouse
Paragon Builders

INSULATION
Armstrong's Temlok
Celotex
Homasote
Insul-Wool
Johns-Manville
Kimsul
Zonolite Vermiculite

KITCHENS
American
Carr, Adams & Collins
Elgin
Elper Cabinet Sinks
Kitchen Maid
Kohler Sinks
Lyon
Morton
St. Charles
Shirley
Youngstown Kitchens by Mullins

LUMBER
Arkansas Soft Pine
Douglas Fir Plywood
West Coast Woods
Western Pines
Weyerhaeuser

MASONRY
Bilkcrete
Portland Cement
Structural Clay Products

MILLWORK
Alcoa Windows
Anderson Windowalls
Cinco Screen & Storm Sash
Crawford "Marvel-Lift" Doors
Curtis Silentite Windows
Curtis Woodwork
Eagle-Picher Windows
Malarkey Doors
Mastercraft Doors
Pella Casement Windows
Pella Rolescreen
Ponderosa Pine Woodwork
Rolscreen Combination Windows
Rolscreen Doors & Windows
Stanco Storm Windows & Doors
Superior Windows
Truscon Steel Windows
Wiswaw Shower Cabinets

PAINTS & RELATED PRODUCTS
Armor Coat
BPS Flatlet
BPS Glos-Lux
BPS Satin-Lux
Cabot
Dow Penta
DuPont Pro-Tek
Kem-Glo
Kem-Tone
Klear Kote
Kramer
Martin Senour Nu-Hue
Medusa
Nat'l Paint, Varnish & Lacquer Assn.
O'Brien
ParaStoneTex
ParaTex
Pittsburgh
Rubemel
Savogran
Speed Satin
Woodlife

PLASTICS & MATERIALS
Boltaflex
Doron
Naugatuck
Styron
Textolite
Vebo
Vinylite

PLUMBING — WATER HEATERS
Aldrich
American Gas Assn.
CE Heatmaster
Crosley
General Electric
John Wood
Rheem
Smithway
White

PLUMBING — MISCELLANEOUS
Alcoa Anodes
American Home Root Eliminator
American-Standard Fixtures
Burks Water Systems
Case Fixtures
Crane Fixtures
Deming Water Pumps
Deming Water Systems
Dow Magnesium Rod
Elper Fixtures
Flint & Walling Water Systems
Goulds Pumps
Hall-Mack Fixtures
Kohler Fixtures
MQ Sewer Cartridge
Myers Water System
Revere Copper Tubing
Roots Root Eliminator
Roto-Rooter Service

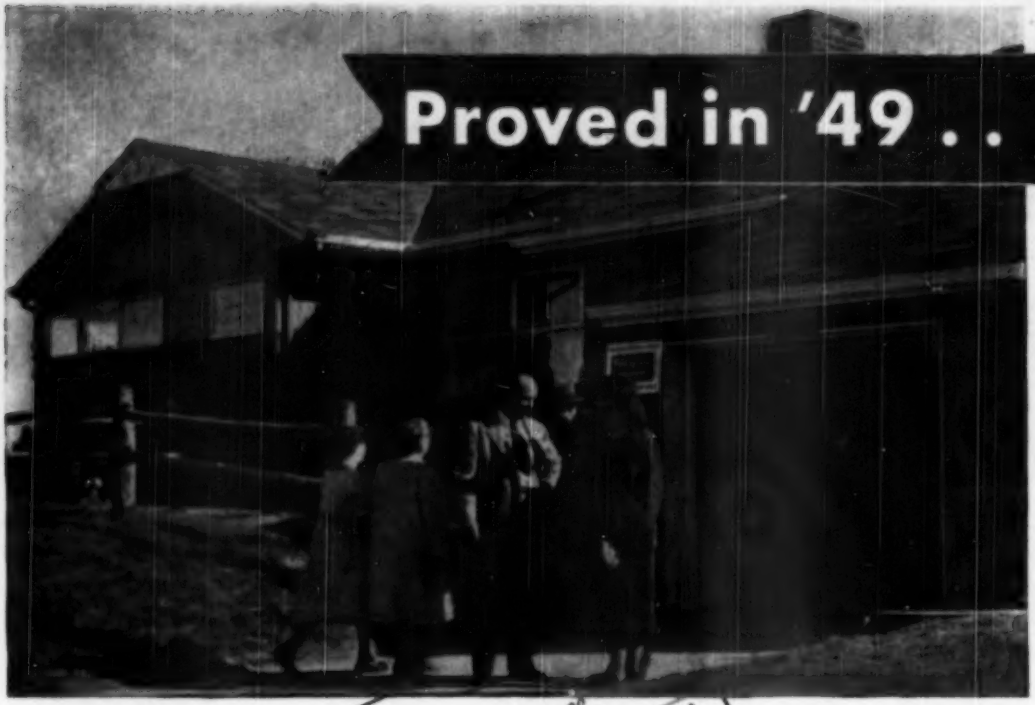
WALLBOARDS
Armstrong's Masonwall
Celotex
Homasote
Marlite Panels
Nu-Wood
Weldwood Plywood

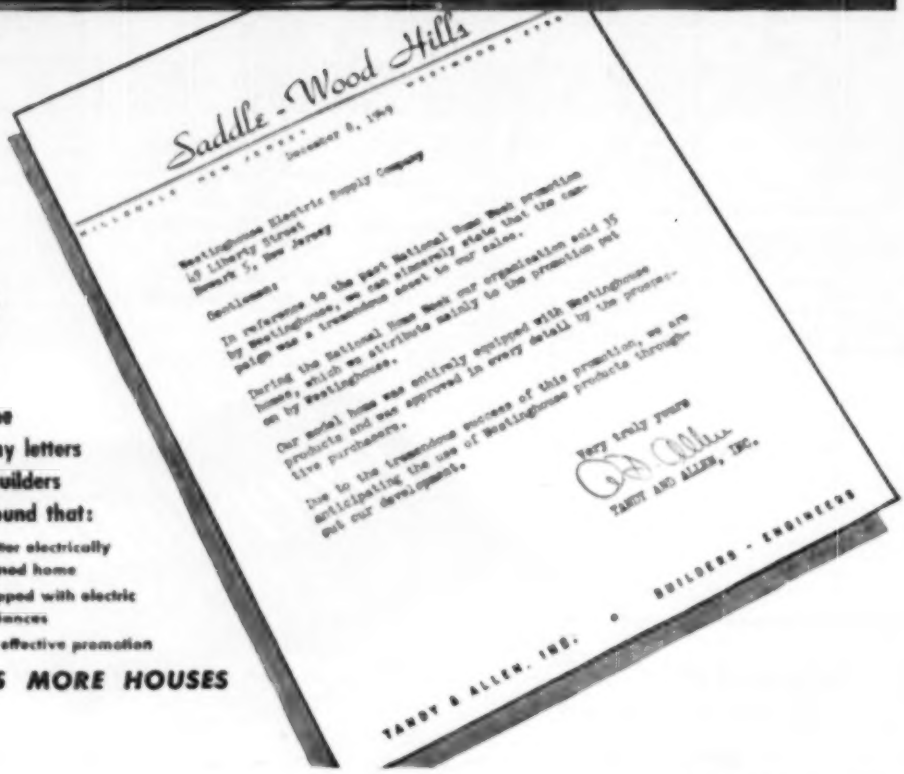
WALLCOVERING
Congoleum
Imperial Glendura
Wall-Tex

WIRING, LIGHTING & TELEPHONE
Bell System
Cutler-Hammer Multi-Breaker
Delta Lanterns
Farrell Kitchen Cord
General Electric Bulbs

MISCELLANEOUS
Majestic Garbage Receiver
Majestic Incinerator
Johns-Manville Roofing

A Screened Market 3,250,000 of more than ~~3,000,000~~ Better Homes





Saddle - Wood Hills

December 8, 1949

Westinghouse Electric Supply Company
49 Liberty Street
Newark 5, New Jersey

Gentlemen:

In reference to the part National Home Week promotion by Westinghouse, we can sincerely state that the campaign was a tremendous asset to our sales.

During the National Home Week our organization sold 35 homes, which we attribute mainly to the promotion put on by Westinghouse.

Our model home was entirely equipped with Westinghouse products and was approved in every detail by the prospective purchasers.

Due to the tremendous success of this promotion, we are anticipating the use of Westinghouse products throughout our development.

Very truly yours
TANDY AND ALLEN, INC.

TANDY & ALLEN, INC. • BUILDERS - ENGINEERS

Just one of many letters from builders who found that:

- ...a better electrically planned home
- ...equipped with electric appliances
- ...and effective promotion

SELLS MORE HOUSES

. . Ready for YOU in '50

THE 3-POINT PLAN

. . . to help your Exhibit Home sell more houses

The successful experience of Tandy & Allen, developers of Saddle-Wood Hills, with the 3-Point Plan was repeated by other builders throughout the country . . . so we are extending the plan to more builders in 1950.

The 3-Point Plan Includes:

1 A selection of "electrical packages", to offer your prospects as a *selling feature.*

2 Better planning of kitchens, laundries, lighting and wiring as a *plus selling feature.*

3 Advertising and promotion material to *sell these features* of your home.

Whether you are planning an exhibit home for National Home Week, or at any other time, the 3-Point Plan can be applied successfully.

Write today for the 3-Point Plan Book and a 32-page book of ideas on electrical features to help sell your houses. Ask for B-4691.

YOU CAN BE SURE.. IF IT'S Westinghouse

Westinghouse

Better Homes Bureau

Better Homes Bureau
WESTINGHOUSE ELECTRIC CORPORATION
P.O. Box 868, Dept. A53
Pittsburgh 30, Pa.

Please send me your 3-Point Plan Book and your Book of Ideas—B-4691.

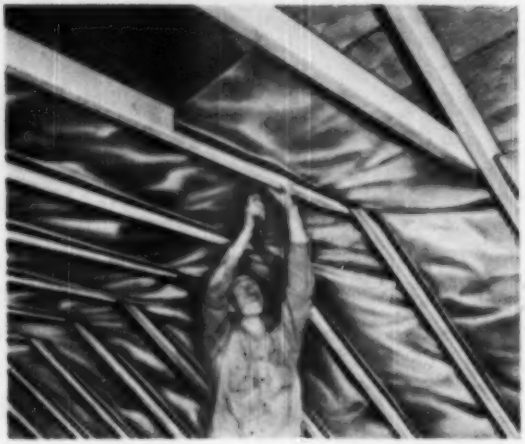
Name _____

Address _____

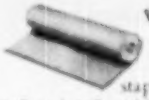
City _____ Zone _____ State _____

G-10088

THE MOST INSULATING EFFICIENCY IN THE SMALLEST PACKAGE!



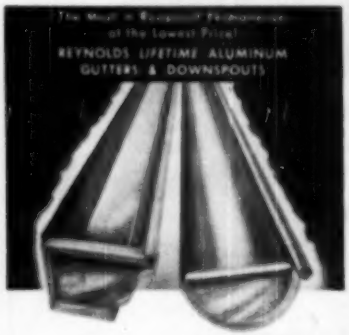
Reynolds Aluminum Reflective Insulation

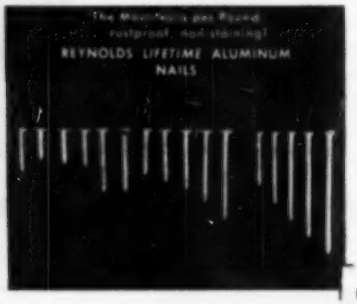


With just a 15-lb. package under each arm you've got *500 square feet* of high-efficiency insulation, ready to tack or staple in place (250 sq. ft. to the roll; 25", 33" and 36" widths). *And* you've got a vapor barrier that rates top of the list in the National Bureau of Standards Report BMS63. *All* at extremely low cost!

This aluminum reflects up to 95% of radiant heat...away from the house in summer, back into the house in winter. It's aluminum foil mounted to both sides (Type B) or one side (Type C) of tough kraft paper. Pressure-embossed in attractive design for extra solidity...clean, pliable, easy to cut and handle.

Type B is the ideal insulation and vapor barrier under floor joists over unheated crawl spaces. It divides stud space in side walls to provide *two* reflective faced air spaces. Excellent over ceiling joists or under rafters. Especially important under new FHA vapor barrier requirements. Mail coupon for full details. **Reynolds Metals Company,** Building Products Division, Louisville 1, Ky.





The Biggest Line of
ALUMINUM BUILDING PRODUCTS!
•
RESIDENTIAL CASEMENT,
FIXED AND PICTURE WINDOWS
•
FLASHING—ROOFING ACCESSORIES
•
CORRUGATED, S-V CRIMP,
WEATHERBOARD SIDING
•
INDUSTRIAL CORRUGATED
•
BUILT-UP ROOFING

REYNOLDS Lifetime ALUMINUM BUILDING PRODUCTS

Check and Mail this Coupon NOW

3

REYNOLDS METALS COMPANY,
Building Products Division,
2003 South Ninth St., Louisville 1, Ky.

Please send full information on your

☐ Reflective Insulation ☐ Gutters
☐ Nails ☐ Roofing & Siding ☐ Windows
☐ Flashing ☐ Built-Up Roofing
☐ Roofing Accessories

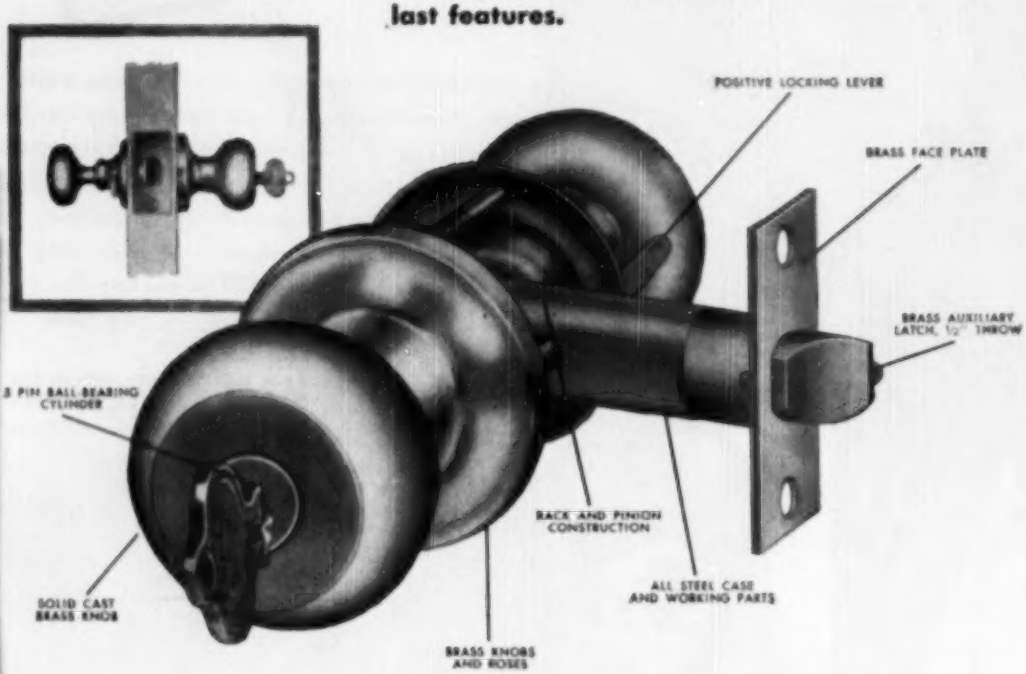
Name _____

Address _____

REYNOLDS ALUMINUM

DON'T WORRY...IT'S
GENUINE CLAY
tile
Wet umbrella or forgetful puppy . . . there's no staining or fade mark to worry about when floors are surfaced with Genuine Clay Tile. Show your clients how the rich fired-in decorator colors will lend warmth to foyer, kitchen, utility room . . . eliminate the drudgery of scrubbing, waxing and refinishing that is necessary for old-fashioned floor and wall surfaces. Moreover, you have a strong selling point in the long-range economies of Genuine Clay Tile. Available now in a wide variety of colors, sizes and patterns.
The Tile Council of America, Room 3401: 10 East 40th Street, New York 16, New York. Room 433: 727 West Seventh Street, Los Angeles, California.
PARTICIPATING COMPANIES:
American Encaustic Tiling Co.
Angelusa Tile Co.
Architectural Tiling Company, Inc.
Atlantic Tile Manufacturing Co.
B. Mifflin Hood Co.
Cambridge Tile Manufacturing Co.
Carlyle Tile Company
General Tile Corporation
Gladding, McBean & Co.
Mosaic Tile Company
Murray Tile Company, Inc.
National Tile & Manufacturing Co.
Olsen Tile Company
Pacific Clay Products
Pacific Tile and Porcelain Co.
Pomona Tile Manufacturing Co.
Robertson Manufacturing Co.
Sonoma Valley Face Brick Co.
United States Quarry Tile Co.
THE MODERN STYLE IS CLAY TILE

NOW . . . Russwin Quality in a Key In The Knob Tubular Lock at no premium in cost. Compare its built-to-last features.



NEW RUSSWIN KEY IN THE KNOB LOCK

For Residential and Apartment House Construction

1. Needs only ONE mortise, for quick installation.
2. Has special auxiliary latch to dead lock latch bolt—prevent manipulation when door is closed.
3. Reversible for any hand of door.
4. Removable cylinder for keying.
5. Russwin Ball-Bearing Cylinder assures long life and ease of operation.
6. No key operation required to lock door when leaving—simply operate locking lever.

Isn't this what you've been looking for . . . a RUSSWIN quality lock in the Key In The Knob Style? Try it on your next job. Write for descriptive folder now! Russell & Erwin Division, The American Hardware Corp., New Britain, Conn.

SINCE 1859

RUSSWIN

DISTINCTIVE HARDWARE

He won a National Championship

...but you'll reap the benefit!

THIS YOUNG MAN is Charles G. Adams of Conway, Ark.—one of 12,000 brickmason apprentices enrolled in a nation-wide training program being promoted by SCPI.

Recently these young men demonstrated their skill in a national bricklaying competition. A passing crowd of more than 300,000 at the finals in Cleveland, Ohio, saw Adams defeat the best apprentices from every state to become Champion Brickmason Apprentice.

His fine work, and that of all the other contestants, showed that this training program is getting real results—results that will make *you and your customers* "winners" for years to come.

Every time you design or build with structural clay this training program will pay you valuable dividends—in decreased building costs, efficient workmanship, quality construction and satisfied buyers.

These are the goals Charles Adams and his fellow apprentices are learning to work toward. These are also the goals of SCPI and the various educational, labor and government groups cooperating in this program.

We at SCPI think the excellent progress of the program to date is a healthy sign of a bright future for the building industry and for all of you associated with it.

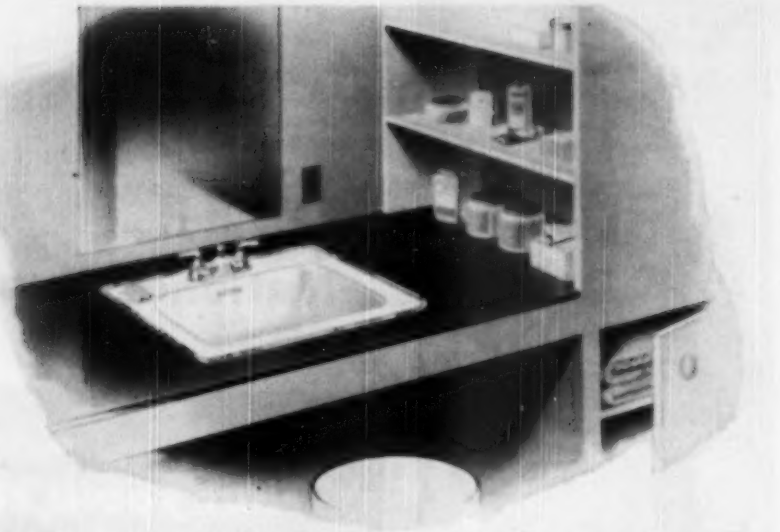
12 regional offices to help you—STRUCTURAL CLAY PRODUCTS INSTITUTE, 341 State Street, New Haven 10, Conn.; 1949 Grand Central Terminal, New York 17, N.Y.; 1518 Walnut Street, Philadelphia, Penna.; 306 Market Avenue, North, Canton, Ohio; 502 Benedum Trees Building, Pittsburgh 22, Penna.; 228 N. LaSalle Street, Chicago 1, Illinois; 120½ Welch Avenue, Ames, Iowa; 208 Kittredge Building, Denver 2, Colorado; 55 New Montgomery Street, San Francisco 5, Calif.; Central Building, Seattle 1, Washington. Clay Products Association of the Southwest, Littlefield Building, Austin, Texas; First National Building, Oklahoma City, Oklahoma.

MAIN OFFICE

STRUCTURAL CLAY PRODUCTS INSTITUTE

1520 18th Street, N. W., Washington 6, D. C.

SCPI



Arrowhead K-1890-C, vitreous china lavatory built into a dressing table. Size: 20x18". Basin: 15x10¼". Centre fitting with Synchro drain.

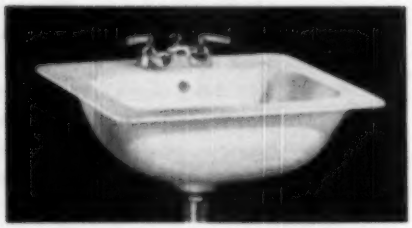
New!

KOHLER Vitreous China and Enameled Iron

BUILT-IN LAVATORIES

for Dressing Table and Cabinet Combinations

Arrowhead K-1892-F, vitreous china, 20x18". Combination fitting with Synchro drain.



Tahoe K-2818-C, enameled iron, 20x18". Centre fitting with Synchro drain. (This lavatory also available with combination fitting. Specify K-2819-F).

These new Kohler lavatories, with flat rim for building-in, open fresh opportunities for you among home-planners who wish to follow a new and increasingly popular trend in bathroom installations, or to modernize old bathrooms. They provide a basis for many attractive dressing table and lavatory combinations that join smartness with convenience. This makes them ideal, also, for any small space suitable for converting into a washroom—and many will welcome the idea of installing them in bedrooms or dressing rooms.

Like all Kohler lavatories, these combine beauty of design, fine materials and unexcelled workmanship. The vitreous china Arrowhead is made of carefully selected imported and domestic clays. The enameled iron Tahoe is protected against cracking and crazing because the Kohler enamel is fused to a base of non-flexing iron, cast for rigidity. The glass-hard surfaces of all Kohler lavatories are exceptionally easy to keep clean and lustrous. Chromium-plated brass fittings are engineered to Kohler high standards of efficiency and durability. Kohler Co., Dept. 5-P, Kohler, Wisconsin.

Kohler 1950 Advertising

Substantially increased for 1950, Kohler advertising will reach millions of consumers, with full-page 4-color advertisements in The Saturday Evening Post and leading home magazines. Additional advertising will be directed to the farm market, architects, builders, and executives of hospitals, factories, schools, tourist courts, hotels and other institutions.

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES

HERE'S THE "Latest Look" IN SIDING

...STRIKINGLY STYLED BY FLINTKOTE!

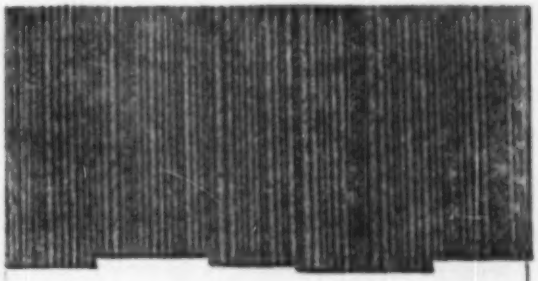
STRI-TEX... Dramatic, New Asbestos-Cement Siding... is another long step ahead in Flintkote Product Development

Designers, Builders and Homeowners have been waiting a long time for a sidewall material such as Stri-Tex. Here's a sensational new development that combines the time-proven durability of Asbestos-Cement Sidings with striking, *colorful* eye-appeal that matches the most expensive and beautiful sidewall coverings. Currently being produced in Brown, Green and Gray . . . other new colors will soon be available.

Use Stri-Tex for new construction . . . or apply it quickly and easily right over old sidewalls during remodeling. Wherever it's used, the soft, textured beauty of the striated design adds unique beauty to any building.

Here's another opportunity to *get out in front with Flintkote!* Don't fail to get complete information on this spectacular new siding product. A note will bring you full details.

THE FLINTKOTE COMPANY, *Building Materials Division,*
30 Rockefeller Plaza, New York 20, N. Y.



Stri-Tex gives you all the well-known advantages of Asbestos-Cement Siding, combined with beauty to please even the most exacting of today's discriminating homeowners.

FIREPROOF — ROT AND DECAY PROOF
TERMITE- AND VERMIN-PROOF — NO PAINTING MAINTENANCE

FLINTKOTE

the extra years of service cost no more!

Want the facts about a REALLY STABLE SOLID-CORE DOOR?

MENGEL *Solid-Core Flush Doors Expand* INTERNALLY— *But* NOT EXTERNALLY!

Mengel Solid-Core Flush Doors represent a radically new *Standard of Stability.* Their unique construction does not undertake the impossible job of *preventing* expansion and contraction caused by changes in humidity — it *controls* these forces to an extent hitherto unknown.

All Mengel solid hardwood core members are deeply slotted at frequent intervals both with and across the grain. *These slots effectively absorb expansion and contraction.* Thus the solid wood *between* the slots can expand and contract as the weather changes, without in any way affecting the stability of the door itself! Futhermore, Mengel's exclusive key-lock dovetails and waterproof hot-press phenolic bonding keep the entire assembly *permanently* tight. . . .

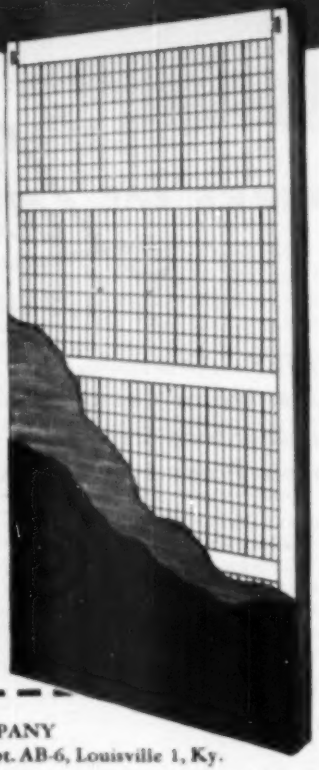
Get all the facts about Mengel Solid-Core Flush Doors—the really *stable* doors that co-operate with nature on the *inside,* ignore it on the *outside!* The coupon will bring you full information.

HIGH HUMIDITY

Wood expands under humidity, but expansion is absorbed by deep slots cut both with and across the grain. Note how the expansion of the solid wood backbend the slots.

LOW HUMIDITY

Dry atmosphere has shrunk the solid wood between the slots, thereby increasing the width of the slots, without changing the dimensions of the door itself.



MENGEL *Flush* DOORS

THE MENGEL COMPANY
Plywood Division, Dept. AB-6, Louisville 1, Ky.

Gentlemen: Please send me complete information on Mengel Solid-Core Flush Doors.

Name _____

Firm _____

Street _____

City _____ State _____

THINKS in the Building Field

Proposed Co-op Plan to Serve Middle Income Groups

HOME BUILDING beat all time records last year with 1,019,000 starts. In 1948, a total of 931,300 new houses were started, and in 1947 the total was 849,000. The private building industry has no need to apologize for its record during the most critical housing shortage in history. The Administration thinks otherwise, however, and last August Congress enacted a public housing program to build 810,000 units over a six year period. Now the Administration is concerned over the inability of "middle income" families to buy new homes and proposes a "co-op" housing bill.

Visible results of the Federal government's efforts to house low-income families will begin to appear in 250 cities and towns during 1950-51. Public housing will become a reality in such places as Dothan, Ala. where 148 units are programmed; Winslow, Ariz., 50 units; Willimantic, Conn. 100 units; Decatur, Ga., 100 units; Collinsville, Ill., 100 units; Muncie, Ind., 600 units, and Hamtramck, Mich., 190 units. Most larger cities now have some public housing units in operation. Birmingham, Ala. will get 3,000 more; Los Angeles, 10,000; Washington, D.C., 3,500; Chicago, 21,000; Detroit, 10,000; New York, 20,300; Cleveland, 6,000, and Philadelphia, 10,000. These are rental units which are expected to be operated at a deficit.

In most cases the number of units proposed is as much or greater than a year's normal production of new homes by private builders in these areas. The demand for materials and labor will, therefore, be doubled if private builders match their last year's record.

The "co-op" housing bill is in the discussion stage. If enacted it will add to the pressure on supplies of building material and labor. The Administration believes that the public housing program will help to provide modern housing for the low-income groups, but is concerned about those in the middle income group. The housing administration states that the middle-income housing market is being served inadequately by private industry.

According to the best information available the middle-income group, comprises families with incomes of between $2,000 and $5,000. About 52 per cent of families are in this bracket. There are 26 per cent of families with incomes of less than $2,000 and 22 per cent with incomes of more than $5,000.

Presumably public housing will provide for families whose income is less than $2,000, cooperative housing for families with incomes of $2,000 to $4,000, and FHA insurance for mortgages of those whose incomes are $5,000 or more.

FHA figures, however, for the first six months of 1949 show that the people whom the government seeks to aid with public and cooperative housing were the building industry's best customers. About 70 per cent of the new houses were bought by families with incomes of less than $5,000. About 15 per cent were bought by families with incomes of $5,000-$6,000 and 15 per cent by families with incomes of $6,000 and over.

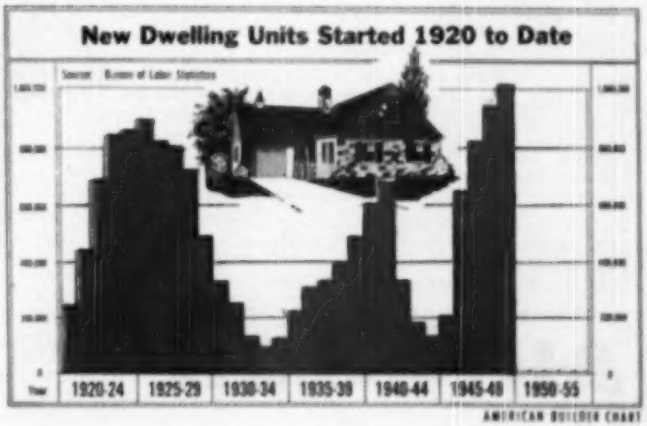
Cooperatives in the housing field have been tried before. In the post-war period their growth has been spotty. It is now proposed that the Federal government create a new type of mortgage bank to provide credit. The bank would be known as the National Mortgage Corporation for Housing Cooperatives. A housing co-op would be able to obtain loans up to 50 years at about three per cent interest on dwellings either single-family or multi-family.

First of all the Treasury would put up $100,000,000. In return, the Treasury would receive stock valued at that amount in the new National Mortgage Corp. Then the corporation would sell government-backed bonds to banks, business firms and the general public to raise money for co-operative building loans.

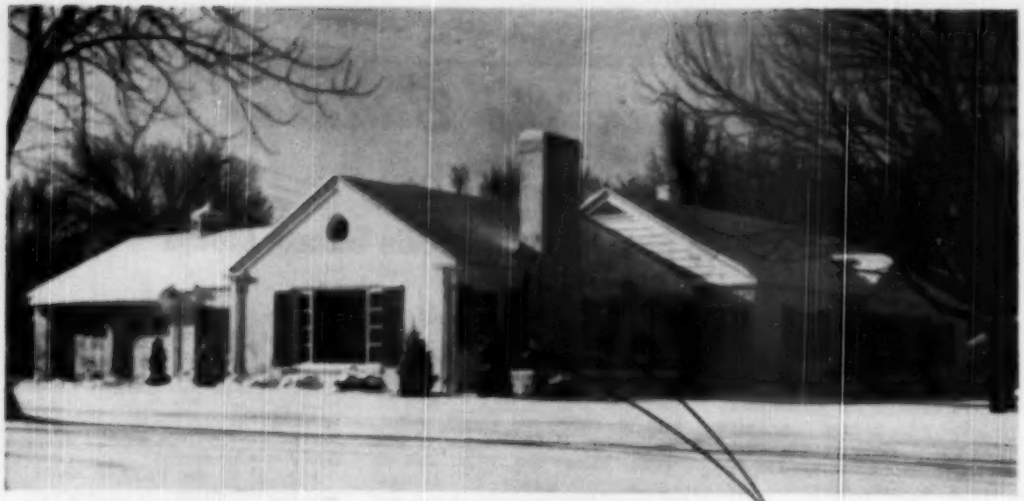
The Mortgage Corp. would be given, under present plans, authority to lend up to two billion dollars over a period of years. The first 300 million of that amount would be loaned before July 1951. Loans would be made to unions, universities, veterans organizations or other groups.

Cooperative groups could build rental units or owner-occupied units. Rents would range from $45 to $73 a month, not counting utilities.

On the surface, the plan would eliminate to a large extent the selling and financing problems of builders. Mortgage bankers would be hard hit if a substantial amount of home financing were to be done this way.



AMERICAN BUILDER CHART



There's never been a building product that sells homes faster...

AUTO-LOK

the weatherstripped

ALUMINUM AWNING WINDOW

Builders everywhere are reporting *quicker sales, happier buyers*, and increased prestige for themselves, when they use Auto-Lok, the amazing Aluminum Awning Window.

Prospects become home buyers as they linger longer examining the perfection of Auto-Lok. This is the window with everything they have been waiting for... vents that open to almost 90 degrees... protection during the rain with vents open... vents that drop down for easy cleaning from the inside... **PLUS, positive protection against all climatic extremes.**

Automatic locking AUTO-LOK windows are actually "Sealed Like A Refrigerator" because of the patented Auto-Lok hardware that is responsible for the tightest closure known in the window industry.

Save time and money with AUTO-LOK's simplified installation! They come to you complete with factory installed weatherstripping, built-in hardware, and removable aluminum screens that can be replaced by storm sash (no tools required). There are 48 standard and modular stock sizes, and many combinations available. This wide range of types makes AUTO-LOK adaptable to every type of architecture.

For full details consult SWEETS, or your nearest AUTO-LOK distributor (name on request). Catalog available, write: Department No. A-3-B, LUDMAN CORPORATION, P. O. Box No. 4541, **MIAMI, FLORIDA.**

AUTO-LOK

REG. U. S. PAT. OFF.

THE *Ultimate* IN AWNING WINDOWS

ENGINEERED FOR LEADERSHIP BY

LUDMAN CORPORATION, OPA LOCKA, FLORIDA

News, Views and Comments

On and Off the Record

SPOKANE—Four and one-half months after rent controls were lifted in this city rents were leveling off at about 14.3 per cent above the controlled schedules, and the construction of new homes increased 84 per cent over the same period in 1948 when controls were in force.

RENTAL HOUSING—1,200 locked up units were returned to the market for rent following the removal of controls, and many units previously held for sale were made available for rental. Realtors reported that the sale of existing homes paralleled the record of new construction.

CONCLUSIONS—James P. Dillard, chairman of the rental advisory board reported that removal of controls set in motion all of those factors that tend naturally to keep rents under automatic control; that cleaner accommodations are being offered because owners find it necessary to clean and decorate rental units.

CONNECTICUT—Chester Bowles, former director of OPA, and currently governor of Connecticut, has a new state housing bill. It provides for mortgage interest rates to the home buyer as low as 1½ per cent. For the speculative builder it proposes money at 3½ per cent. For fifty dollars a house the speculative builder can obtain insurance that the house will be sold even if the state has to buy it. That is a new wrinkle for putting an end to free enterprise.

MANAGEMENT—Ned A. Ochiltree, president of Ceco Steel Products Corp., stated at the annual service award dinner for Chicago employees that "The world owes no one a living, but it does owe everyone the opportunity to earn one." It would be a good idea to display that statement prominently in every class room in every high school and college in the country. The major trouble with the entire world today is the distorted thinking that leads too many people to believe that the world does owe them a living. The result is everything from petty larceny to grand confiscation of private property by governments.

S. 2246—It is also known as the Sparkman Bill, although it is quite evident that Senator Sparkman had about as much to do with writing the bill as a Chinese coolie. The bill contains the grand and benevolent statement that its purpose is to aid the middle income group to provide itself with housing. The statement, however, is only a mask for the true purpose, which is another long stride in the direction of completely socialized housing.

DISCRIMINATORY—The bill provides for subsidy aid to 265,000 middle income families. Since there are about eight million so-called middle-income families, the bill proposes to aid one family in thirty. Even the one in thirty, whoever they are and however they are going to be chosen, need that kind of aid about as much as any of its members need a third leg.

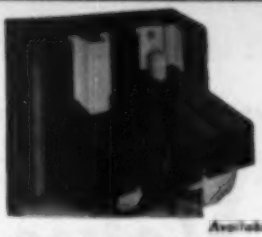
NEXT—If this bill passes there should be no question in the mind of anyone that 1952 will see a bill proposed to grant subsidy aid to the upper-income group "to aid them in their pitiful quest for housing they can afford."

HOUSING—Anyone in any income group except the lowest can afford a new home today. But no housing bill has been proposed to aid the lowest-income group. Its members cannot afford to pay the rent required for the houses authorized under the Housing Act of 1949.

WEAKNESS—The inherent weakness of socialism is the false premise that government provides bounty for all of the people.

The Milwaukee Combination

SASH BALANCE and WEATHERSTRIP



Available with or without bronze covers that completely hide spring, as shown above.

PERMITS REMOVAL OF SASH WEIGHTS, INSULATION OF MULLIONS.

Slash Labor Costs!

Simple installation allows one man to easily install 30 or more windows in 8 hours. No high-priced skilled labor needed. This means you can get more satisfied customers at lower cost . . . higher profit!

Tops in Operation!

Smooth, positive action; accurate balance; finger-tip control plus the perfect seal against draft, dust, moisture. No wood-to-wood contact. Prevents sticking windows and window rattle.

EFFICIENT LOW COST

TESTED... APPROVED ACCEPTED!

FOR OLD OR NEW BUILDING

ATTENTION MILLS AND LUMBER YARDS
IDEAL FOR PRE-FIT WINDOWS
Can Also Be Sold in Single Unit Packages

Mail this coupon today!

Milwaukee Strip Service, Inc.
4621-33 W. Lisbon Ave.
Milwaukee 8, Wisconsin

Please rush me folder A-3 and price list of Milwaukee Combination Sash Balance Weatherstrip.

Name _____

Address _____

City _____ Zone _____ State _____

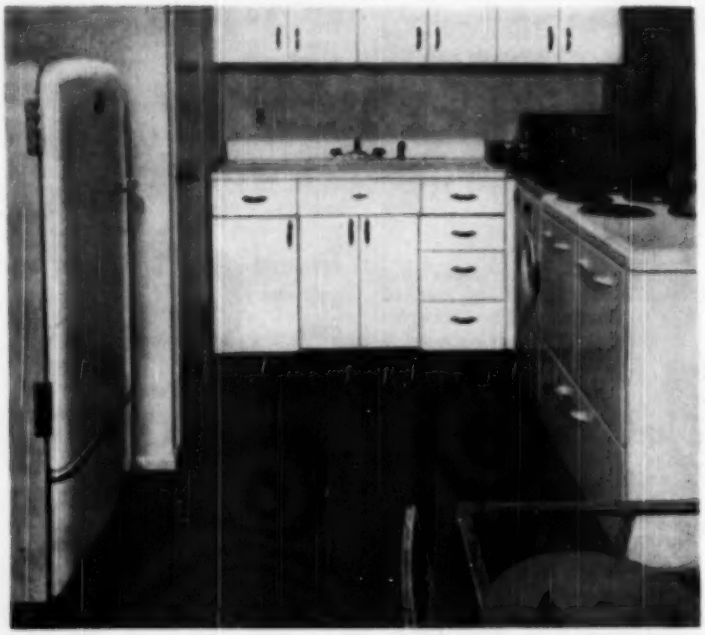
These beautifully modern four-room homes in Teaneck, N. J., have a spacious attic where two additional bedrooms and bath may be furnished. The completely-equipped kitchen includes an automatic Electric Range because, as Mr. Williams says, "electric cooking is a part of modern living."

"In our experience," says builder Cy Williams,

"Value Sells Houses...

and that means up-to-the-minute features like the automatic electric range"

"Our aim," says Mr. Williams, "is to provide real living well within the reach of home buyers. The sales of our Sun Ranch Homes show that we've accomplished this. People are quick to appreciate an economical house that includes features usually found only in more expensive homes — including modern, automatic Electric Ranges."



The scientific U-shaped kitchen, like the rest of the house, has the most modern features. Its up-to-the-minute equipment includes a modern, automatic range, and — OF COURSE . . . IT'S *ELECTRIC!*

EQUIP YOUR HOUSES WITH

ELECTRIC RANGES

ELECTRIC RANGE SECTION · National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.

ADMIRAL • COOLERATOR • CROSLEY • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON • HOTPOINT
KELVINATOR • LEDO • MONARCH • NORGE • QUALITY • UNIVERSAL • WESTINGHOUSE

EDITORS'

Round Table

FLOYD QUIGG, the Washington reporter who edits and publishes Wood Industries Weekly, recently unearthed one of the most interesting documents this staff has seen for a long time. It is the statement of Mrs. Patsy L. Allen before the Senate Banking and Currency Committee on December 12, 1949.

MRS. ALLEN was representing the Marshall Heights Self-Help Co-operative, a group of Washington Negroes who believe in standing on their own feet. Mrs. Allen's statement follows.

"**MY NAME** is Patsy L. Allen. I am appearing here as treasurer of the Marshall Heights Self-Help Co-operative, which some of us organized to help get through the depression. I am also chairman of the Pioneers Committee of Marshall Heights, which some of us organized to help us get through this redevelopment trouble that is worse than the depression was. At least in those days our own government was not trying to take our own homes away from us. We are all ready to speak for Marshall Heights as we have built it up, and we are all ready to fight for it, too, in any way that is necessary.

"You can't blame citizens for clinging to their homes, especially when these homes are the total of all we have on earth, built with our own hands, the hard way. We feel that our fight to keep our homes is a very just one. We have given at least some indication that we of Marshall Heights are not resisting improvement of our neighborhood. We are in favor of it. More than that, we have been asking for it for years. But, we want to do it ourselves, and not be forced out of our homes that we have built here, by years of hard work. We believe that after we have bought and paid for these lots, and have bought and paid for these materials, and then have built our homes with our own hands, we ought to be secure in them, in the Capital of the United States. We believe it is the government's job to keep us from any attack that would take these homes away from us, and it has been a terrifying thing to find that instead of protecting us in our homes our government has been leading the attack

(*Continued on page 59*)

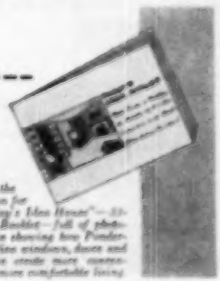
PULL UP A CHAIR...

and let Wood tell its story!

There's a *comfort reason* for using wood windows! Sit close to one on a winter day . . . feel how the natural insulating qualities of wood help create comfort by resisting the transmission of cold. In summer you can *feel* that wood windows do not "heat up" readily.

Ponderosa Pine is an ideal wood for windows. Smooth, even-grained, it provides an excellent bonding surface for all finishes. Its low thermal conductivity discourages condensation, resulting in fewer decorating bills. As Ponderosa Pine is a workable material, its use in windows provides maximum flexibility of styling and design combinations. Ponderosa Pine windows are now available, treated at the factory with a scientific wood preservative process. This treatment is in accordance with high industry standards and adds still more years to the long life of wood. Ponderosa Pine Windows are available in modular standard sizes in a wide variety of styles.

for friendly living Ponderosa Pine WOODWORK



Mail the coupon for "Today's Idea House"—32-page Booklet—full of photographs showing how Ponderosa Pine windows, doors and frames create more convenient, more comfortable living

Ponderosa Pine Woodwork
Dept. SAB-3, 39 S. Dearborn St.
Chicago 3, Illinois

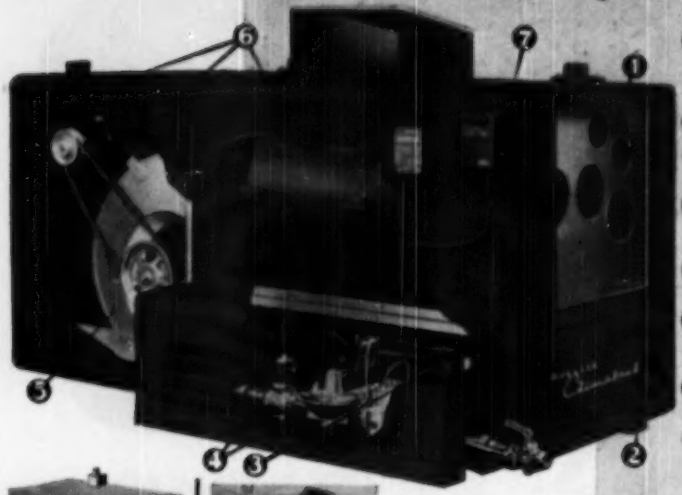
Please send me a copy of "Today's Idea House."
(Please print.)

Name .....

Address .....

City ..... Zone ..... State .....

Check these outstanding Mueller Climatrol features



1. **All-welded heavy-gauge steel heat-exchanger** — efficient updraft design, without excessive horizontal travel. High crown sheet, no impingement of flame. Horizontal flue outlet on diverter.
2. **Rigid construction** — two heavy channels provide auto-frame support along bottom of entire unit. Cabinet interior lined with full-lined asbestos insulation. Hanging brackets supplied for suspension.
3. **Aerated flame burner** — cast iron with drilled ports. Single opening shutter prevents clogging. Instant ignition, no cross-lighting problems.
4. **Enclosed controls** — at side in vestibule matching cabinet, may be mounted on either side of cabinet.
5. **Quiet, high-delivery blower** — centrifugal type, multi-blade, mounted on rubber. Motor is continuous duty, single speed, resilient mounted.
6. **Flexible installation** — cold-air return may be installed on either side, back, or bottom of cabinet.
7. **Sized right** — 60,000 and 90,000 Btu input capacities; AGA approved for natural, manufactured, butane-air, and LP-gas, and for high-altitude installation. Shipped completely assembled.

*Also available as blower-coil heater — Type 151—in four sizes: 60,000, 90,000, 120,000 and 150,000 Btu input.

For attic installations

For basement or crawl space

Announcing the new Mueller Climatrol Type 155 Horizontal Winter Air-Conditioner

Designed to meet your specific requirements for ranch-type, small and basementless homes

The new Type 155 gives you just what you have wanted in a horizontal winter air-conditioner — a compact, flexible unit which meets *your highest standard* for value and efficiency.

Its space-saving dimensions and installation advantages offer many building economies. You can omit the utility room and expensive masonry chimney.

The Type 155 is ideal for attic installation; rigid enough for cradle-suspension in small-home basements; and compact enough for crawl-space installation in basementless homes. For perimeter heating, radiant warm air, forced-air heating.

The Type 155 is designed to match the high quality of Mueller Climatrol floor furnaces. Heavy-gauge materials, careful construction, skilled engineering, smart design, and fuel-thrifty operation — all combine to make it the ideal answer to the modern trend in home and heating design.

Your clients and customers want the latest and the best — the horizontal winter air-conditioner, backed by 93 years of leadership. Write for full details on the new Type 155 today. *L. J. Mueller Furnace Company, 2111 W. Oklahoma Ave., Milwaukee 15, Wisconsin.*

MUELLER

SINCE 1857

Climatrol

REG. U.S. PAT. OFF.

EDITORS'

Round Table

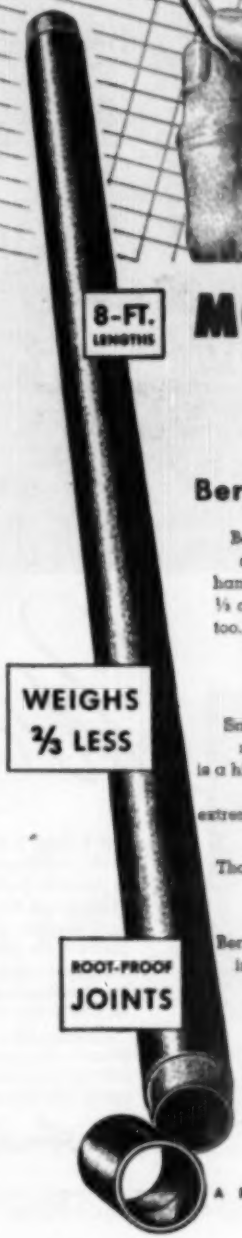
(*Continued from page 57*)

against us, through its Planning Commission and its Redevelopment Land Agency.

"Our situation has been made even worse because our government has been helping those who are trying to take our homes away from us, in order that certain government officials can have jobs, can spend money which they did not earn by taking from us the homes which we DID earn. And in order that certain private builders can be given our land at a low price for their profit. If the government can do such things to us property owners in Marshall Heights it can do the same thing to any property owner anywhere. We can show you how we have been solving our housing problems and have been making steady progress at it. It has been slow, but we have paid as we got our improvements and we did not ask the government to go in debt to do it for us. You may talk about somebody owning his own home because he has a 10 per cent equity in it under FHA. Most of us in Marshall Heights have a ONE HUNDRED PER CENT equity. Our homes are debt-free. We had to build with what we could save out of current earnings, or wages, and now we have them. They are ours. At least we THOUGHT they were ours until this redevelopment nightmare came along.

"We are not alarmed over the cost quoted for improvements in Marshall Heights if the redevelopment does not go through. Think what the cost to us will be if the redevelopment DOES go through. We will lose our homes. These costs that seem so high to people who are not accustomed to fighting their own way like we are—we can take care of them. If the District will do its part, especially by putting in water and sewer, paving streets and sidewalks, as has been done in other parts of the city, we will have no difficulty in financing our part, although in some cases, the costs may be as much as $3,000. It would still be less than we would have to pay for shelter somewhere else, if the Land Agency is permitted to take away from us the homes we already have clear of debt.

(*Continued on page 61*)



MORE DOLLARS AND SENSE!

More Facts that Prove Bermico Cuts Building Costs

Bermico's convenient 8-foot lengths store more safely with far less breakage . . . are easier to handle on the truck or job. Bermico weighs only ⅓ as much as other types of pipe. A cinch to lay, too. No joining compound needed. A few hammer blows and Bermico joints are tight . . . and stay tight even when the ground shifts underneath!

Small wonder builders find that Bermico saves money, time, effort all along the line. Bermico is a hit with customers, too. It's rootproof, leakproof, watertight . . . unaffected by temperature extremes . . . Bermico assures a smooth, dependable high capacity water flow.

That's why, today, millions of feet of Bermico are in use in house-to-sewer connections, septic tank disposal and drainage systems.

Bermico can cut your costs for time and labor and increase your profit as well. Drop us a line and get the whole story of why it pays to insist on Bermico Sewer Pipe.

Dept. A-13, Brown Co., 500 Fifth Ave., N.Y.

BERMICO®

SEWER PIPE

A PRODUCT OF BROWN COMPANY

Photographs of the home of John Brandt, in Edina, Minnesota. Norman R. Johnson, architect. Carl M. Hansen, builder.

ANDERSEN *Windowalls**

ON THREE SIDES of this comfortable den, windows are the walls—adding to the coziness of the room an extra measure of friendly sunlight, an extra portion of the view.

Andersen Complete Casement Window Units with one light glazing make these WINDOWALLS that simultaneously perform the function of windows and walls.

Note the harmonizing effect of using wood windows in a home paneled with wood. Note, too, that this room can be *naturally* ventilated with sash that operate.

Specification data on ANDERSEN WINDOWALLS is in Sweet's Architectural and Builders' Catalogs, or will be sent by us upon request. See your local lumber or millwork dealer for further information. *TRADEMARK OF ANDERSEN CORPORATION

Andersen Corporation

BAYPORT · MINNESOTA

EDITORS'

Round Table

(*Continued from page 59*)

"We have put into practice a tradition that has helped to make America what it is today. When the Pilgrims landed at Plymouth Rock in 1620, they cleared land and built homes. We cleared Marshall Heights, and we have built homes. When my husband and I bought our land it was in the woods, and the way streets were marked was that the trees were cut down. They were still there, but at least they had been cut down. Now we have our home, and these hands of mine helped build it. Is that an unforgivable sin in America?

"Could you imagine a more discouraged group of home owners than we? Who can say we are not entitled to be discouraged when our own government is trying to take away from us what we have built? Would it be a step forward to demolish, dismantle or raze our homes, and with them destroy a tradition that has been the framework of making this great country what it is today. It has been said that we do not have improvements that are necessary in 'decent' housing. How could we go forward with improvements, with District officials resisting us for years in our attempts to get sewer and water, and the streets that go with the improvements?

REGARDLESS of the merits of the case being argued by Mrs. Allen, the encouraging and stimulating thing about her statement is that there is at least one group of lower-income citizens who propose to pay their own way, and neither want nor are willing to accept government dole or government subsidy.

AND regardless of what kind of houses are in Marshall Heights, the fact remains that the people who cleared the ground and built the houses, and now own them, like what they have, and are proud of an accomplishment.

IF MRS. ALLEN and her neighbors have built a community that is unsafe and unsanitary, and therefore detrimental to public health and safety, the community, in spite of the good intentions of its founders, should go. If, however, some people merely do not like it, those people, in or out of government, have no right to interfere.

Here's the sweetest handling Saw you've ever used—the sensational new American! See it—try it—compare! Big capacity—8½" blade. Develops 2½ H.P. Top speed cutting, any position . . . for wood, stone, tile, sheet metal, compositions. No jolt—no twist when starting—balanced torque principle. *Saves time, saves labor, cuts costs!* Send coupon for details and FREE demonstration.

The American Floor Surfacing Machine Co.
511 So. St. Clair St./Toledo 3, Ohio

☐ Please send illustrated bulletin and price on new American Power Saw. No obligation.

☐ Please arrange a FREE demonstration of the new American Power Saw. No obligation.

Name_____

Street_____

City_____ State_____

SEND COUPON TODAY!

Ceco Casements . . . *Engineered*

Anyone looking out of a Ceco casement for the first time experiences something in better living. The eye crosses easily to the beauty of the outdoors. There is no limit to the sense of space. And to live with Ceco casements for even a short time, is to appreciate truly sound value. For here, beauty and utility indeed are effectively combined. We believe all this can be attributed to a word—ENGINEERING. Actually, there are three phases of window engineering at Ceco . . . 1. Creative engineering—a ceaseless search for the new to blend with modern architectural effects. 2. Production engineering—organization of manufacturing processes to

CECO STEEL®

In construction products **CECO ENGINEERING**

Earl E. Webb Const. Co.—Contractor

for Better Living...

assure the lowest cost for quality. 3. Field engineering—here products are proved by practice. All this means meticulous attention to little things—to perfection of detail. That is why we say, in steel casements—CECO ENGINEERING MAKES THE BIG DIFFERENCE. When you build with Ceco, you know you've used the very best...you're sure of economy too.

CECO STEEL PRODUCTS CORPORATION

General Offices: 5601 West 26th Street, Chicago 50, Illinois

Offices, warehouses and fabricating plants in principal cities

makes the big difference

Advantages of Ceco Steel Casements

Controlled Ventilation—Ventilators open to any position, capturing stray breezes. Ventilation possible up to 100%.

Easy To Open and Close — Windows will not stick or warp. Open effortlessly under all weather conditions.

More Light—Slender frames and muntins provide up to 30% more light, assuring better vision, more view, too.

More Wall Space—Narrow frames permit up to ⅓ more wall space. A special advantage in small homes or apartments.

Easy to Wash—Both sides of Ceco casements can be washed from within. There are no ladders to climb.

Easy To Screen—Ceco casements are screened on the inside. Storm windows are applied on the inside, too.

Another ELJER Extra at No Extra Charge

Here's the heart of Eljer's "No-Splash" Stream Control. It eliminates the annoyance of water splashing in a basin by effectively screening the water flow to a soft, smooth, controlled stream. It's new . . . inconspicuous . . . another Eljer improvement . . . another Eljer extra . . . at no extra charge.

The Eljer "No-Splash" Stream Control will be furnished on the popular Martha Washington and LaSalle Vitreous China Lavatories, and on the Princeton Enameled Cast Iron Lavatory . . . also on all B-9350-R and B-9359-R center-set lavatory fittings.

Remember, the first cost of Eljer Brass Goods is only a very few cents more than ordinary, cheap fittings . . . an insignificant factor in the total cost of even the lowest-priced house.

It will pay you to sell Eljer Quality Brass . . . and when you install Eljer Plumbing Fixtures, be sure to use Eljer Brass Fittings. Clients do appreciate Eljer *extras* . . . like the "No-Splash" Stream Control. See your Eljer Distributor or write Eljer Co., Ford City, Pennsylvania.

It pays you, it pays us—**because we specialize in Plumbing Fixtures and Brass**

ASSOCIATIONS

Their Plans and Activities

'Public Housing Snarled In Red Tape' Lockwood Tells Cincinnati Group

RODNEY M. Lockwood, (left) NAHB president, chats with Joseph J. Behrs, president of the Home Builders Association of Greater Cincinnati, and Cliff W. Springmeier, Cincinnati trustee, at meeting in Ohio city at which Lockwood spoke against public housing

Speaking before a recent trustee and general meeting of the Home Builders Association of Greater Cincinnati, NAHB President Rodney M. Lockwood declared that "While the public housing program is snarled up in the usual government red tape, the private building industry is getting the job done."

Lockwood, who was guest of the Cincinnati group at the Hotel Gibson, estimated that not more than 50,000 public housing units would be started in 1950. He added that ". . . before the planners have even started on their program to help the lower-third income group they are attempting to rush through legislation to take over housing for the middle-third income group through government cooperatives."

The NAHB leader said that "The public housers still have their head in the clouds, planning $11,000 to $12,000 homes," pointing out that private industry's production record for the last two years is more than two million homes for which, according to a Federal Reserve Board survey of consumer finances for June, 1948, buyers paid a median price of from $7,500 to $8,500.

Lockwood declared that competition from the government in the housing field would tend to push prices upward and would also squeeze the small builder out of the market, especially when "Uncle Sam is paying half the rent bill."

Los Angeles Institute Names W. H. Evans to Presidency

William H. Evans has recently been elected president of the Home Builders Institute, Inc., a Los Angeles county-wide association of large-scale builder-developers of residential projects. He succeeds Arthur A. Beliveau of Alhambra.

Evans, president of Economy Housing Corp., builder of Lincoln Village in Long Beach, participated in the creation of the Federal Housing Administration and served as associate director of FHA for Southern California in 1935.

His election to the Institute presidency is in recognition of his many contributions to private housing including his FHA activities, developer of the circulating floor plan for small homes, two bedroom garden-type homes, and introduction of a written guaranty for new homes.

During the middle '30s Evans made a housing tour of Europe for the U.S. Government which included Sweden and Russia. He has just completed a two month housing survey in five countries of South America for a special report to the homebuilders of Southern California.

New Seattle Officers Announced

Harold Larsen was elected president of the Seattle Master Builders Association at the group's recent annual meeting. He succeeds V. O. Stringfellow who was awarded a Master Builder diamond pin insignia in recognition of his services the past year.

Other new officers are Harold Raber, vice president; Ross Hebb, secretary; Meade Hargiss, treasurer; and the following trustees—O. M. Akers, Samuel Andersen, Charles Arensberg, Vic Chapman, Lyle Henton, Archie E. Iverson and V. O. Stringfellow.

National directors are Stringfellow, F. R. McAbee and Albert Balch. Harold Larsen, Stanley Long and Samuel Andersen are alternates.

F. R. McABEE, past president, giving oath of office to new officers and trustees of Seattle Master Builders Association. They are (left to right) V. O. Stringfellow, 1949 president; Harold Larsen, president; Harold Raber, vice president; Ross Hebb, secretary; Meade Hargiss, treasurer; trustees Vic Chapman, Lyle Henton, Charles Arensberg and Samuel Andersen

Cy Sweet Says -

C. B. SWEET, President, National Retail Lumber Dealers Association

The year 1950 had barely started before the American people were treated to two stirring speeches by their President. At least the speeches should have stirred the average American to the realization that the time is growing very short for him to prevent the utter destruction of the economic system and the moral fibre of his country.

In the first message to the second session of the Eighty-First Congress, the President again recommended and demanded legislation which would carry the country further down the road to socialism. He asked for increased social security, additional aid to education, expanded public health and hospitalization coverage, continuation of rent control, price support for farm products not now covered, and public housing for the middle income group. The latter request came before a start had been made to fulfill the legislation he got last year for housing the lower income group.

Another statement which was made in this message, and which I am afraid many people may have overlooked, was that every worker was entitled to a minimum yearly income of $5000. To illustrate the far reaching affect of such utterances by our President, I would like to recite an actual situation which occurred in my own home town.

A young man, a college graduate in aeronautical engineering, who had been steadily employed by a local concern new in the industry, but which has been endeavoring to get a foothold, made a request, or I should say a demand of his employer for an increase in salary. His statement was, "Unless I can get a raise in the next six months I intend to look for another job. I am only making $4800 per year, and the President says everyone is entitled to a minimum of $5000 and I feel I am better than the average and entitled to more than the minimum."

How many other young men have been so affected by the President's statements and what will be the outcome of this line of thought?

The second message to Congress dealt with the budget for the coming year. Here again it would seem no consideration was given to the welfare of the people, but merely a desire to spend and spend. Should it not be a sobering thought to realize that all the Presidents of the United States from President Washington through President Roosevelt's second term, spent only $179,620,113,645, while President Truman has spent from fiscal year 1946 to September 30, 1949, the sum of $191,081,394,191.

I have come to the conclusion that the answer to the flying saucer phenomenon is simply President Truman drifting in the "wild blue yonder" conjuring new ethereal schemes.

'Seal of Dependability' To Identify Homes Built by Chicago Association Members

As a project in its sustained public relations program, the Chicago Metropolitan Home Builders Association is redesigning its seal as a "Seal of Dependability" and concurrently conducting a circularized publicity campaign to assure home seekers that they can rely on the ethics of builders who display the seal.

REDESIGNED official insignia of Chicago Association emphasizes dependability, will distinguish homes built for sale by members. Its form is a decalcomania transfer

The project was expedited because of a case in Chicago where deposits on homes were alleged to have been stolen. The incident was responsible for a great deal of hesitancy on the public's part in entering binding contracts and also for nullifying some of the association's gains in building public confidence.

It is proposed to place the new seal on a window or other part of every home under construction and for sale by association members. All seals will be numbered and receipted to prevent their falling into the hands of persons for whose operations the association cannot vouch.

A small circular requesting home seekers to look for the "Seal of Dependability" on any home they may be planning to purchase will be widely distributed when use of the seals is begun. It will stress the point that business with association members may be done with confidence.

Northwestern Lumbermen Add Two to Staff

A steady growth since 1944 to a present membership of more than 2,200 lumber and building material dealers has resulted in an expansion of the operating staff of the Northwestern Lumbermens Association, Minneapolis, the secretary, W. H. Badeaux, has announced.

The two new staff members are F. P. Longeway, named an additional field secretary, and R. V. Miller, manager of the Association's Traffic Department.

Longeway, a 1940 graduate of the University of Minnesota, has had a number of years' experience in organization and merchandising work in fields related to lumber and building material distribution.

Miller has had 20 years' experience in carrier and industrial transportation. Most recently he handled all traffic for

F. P. LONGEWAY

R. V. MILLER

the movement of materials and equipment incident to the construction of the Trans-Arabian Pipe Line in Saudi Arabia.

Badeaux said that the Association's Traffic Department has returned nearly $200,000 in cash to members during the past three years, as a result of claims-checking services; and that more than 1,000,000 freight bills have been checked for member yards.

California School Named For David D. Bohannon

David D. Bohannon, NAHB director and nationally-known subdivider, was recently honored by residents of San Lorenzo, Calif., when a new six-classroom elementary school was dedicated as the David D. Bohannon School. Bohannon was the developer of San Lorenzo Village.

A crowd of around 600 persons attended the dedication ceremonies in which a number of prominent persons in the section participated.

New Western Pine Directory

The Western Pine Association has announced the publication of its 1950 Directory of Membership, which lists 308 sawmills, their locations, sales office addresses and a percentage breakdown of their production by species. This includes Fir, White Pine, Ponderosa Pine, Sugar Pine, Larch, Spruce, Red Cedar and Incense Cedar.

Copies of the directory may be obtained from Western Pine Association, 510 Yeon Building, Portland 4, Wash.

Northeastern Dealer Meet Registration Exceeds 4,000

John W. Dain, president of the Dain Supply Co., Mahopac, N. Y., was elected president of the Northeastern Retail Lumbermens Association at the 56th annual convention at the Hotel Statler, New York City, January 23, 24 and 25. Total registration was 4,271. There were 117 exhibits by manufacturers and distributors.

JOHN W. DAIN

Other officers elected are: Russell L. Fish, Scituate, Mass., first vice president; Frank H. Morin, Fulton, N. Y., second vice president; J. Harold Stacey, Windsor, Vt., third vice president; Deyo W. Johnson, Ellenville, N. Y., fourth vice president; Oliver J. Veling, Buffalo, N. Y., treasurer. Directors elected are William P. Miner, New London, Conn.; Richard K. Miles, Arlington, Vt.; Harold W. Greatorex, Meredith, N. H.; Sheldon D. Robinson, Taunton, Mass.; Leon R. Ogilvie, Wilton, Me.; Charles E. Hopkins, Providence, R. I.; Mark B. Cowles, Springfield, Mass.; Arthur J. Ford, Endicott, N. Y.; F. S. Heberlig, Port Jefferson, N. Y.; Jay LeFevre, New Paltz, N. Y., and Frank Saturn, Ithaca, N. Y. Chester R. Hubbell, Albany, N. Y., was chairman of the nominating committee.

Upon recommendation by a committee headed by Norman P. Mason, North Chelmsford, Mass., former president of the National Retail Lumber Dealers Association, the convention voted to change the by-laws of the association to make Paul S. Collier, secretary-manager for many years, the executive vice president.

Dallas Membership Drive Nets 151

MEMBERSHIP chairman Hub Hill of the Home Builders Association of Dallas announces to membership drive team members at luncheon which climaxed recent drive that 151 new members have been added, elevating association roster to 485. Team led by Arnold Weil set the pace with 38 new members, with Weil taking the individual honors' prize with 11

Westchester, N.Y., Builders Name F. P. Tufaro President

Frank P. Tufaro of Hartsdale, N. Y., was inaugurated as 1950 president of the Home Builders Association of Westchester, Inc., at a meeting in the Roger Smith Hotel, White Plains, N. Y., Jan. 9. Other officers named for 1950 are Robert Beckley, vice president; Joseph M. Baltz, treasurer and James E. Cook, secretary.

One of the major projects of the group in 1950 will be to cultivate better relations with the building trades, according to President Tufaro. In accordance with this policy, a series of meetings are being arranged where the builders join with labor leaders in discussing mutual problems dealing with building trends, zoning, and similar subjects.

Eugene J. McCarthy, Jr., of Scarsdale, chairman of the mortgage finance committee, reported at the January meeting that the FHA has begun to recognize that Westchester land values and development costs are higher.

Joseph Munson, of Mount Vernon, chairman of the legal committee, predicted that more mortgage money will be available in 1950. One of the reasons be cited for this is the fact that labor pension funds are being thrown into the mortgage market.

Other committee chairmen are: Robert Beckley, Hartsdale, labor; Nat O. Mason, Tarrytown, building code; Alan Carnoy, Larchmont, membership; James E. Cook, Mount Vernon, public relations; Joseph Baltz, New Rochelle, finance; and Henry Grant of Eastchester, land planning and public utilities.

Fabian Crystal, of New Rochelle, the retiring president, was installing officer. The members presented him with an attache case in appreciation of his work as president.

THE 1950 officers of Home Builders of Westchester, Inc., one of the metropolitan New York chapters of NAHB, left to right: Joseph Munson, counsel; James E. Cook, secretary; Frank P. Tufaro, president; Robert Beckley, vice president; Joseph M. Baltz, treasurer

Lockwood Attends Milwaukee 1950 Officer Installation

NATIONAL President Rodney M. Lockwood (right) talks with two presidents of the Milwaukee Builders Association—Elton A. Schultz (center), newly-elected head, and Roland J. Tesko, his predecessor. Lockwood was guest of Milwaukee chapter at officer-installation meeting

Rodney M. Lockwood, NAHB president, was guest of the Milwaukee Builders Association at a recent dinner-dance meeting at the Astor Hotel, Milwaukee.

Newly-elected officers of the Milwaukee group were installed at the meeting. They are: Elton A. Schultz, president; Harris Evans, vice president; and Alfred J. Wetor, secretary-treasurer.

In a speech to the assembly of about 200 persons, Lockwood urged that public housing for low and middle income groups be "battled all the way" if the nation's "trend toward socialization" is to be halted.

The NAHB head said "Now we have to fight it out locally to see that voters get a chance to express their opinion on whether to proceed with public housing. Wherever voters have had a chance in cities thus far, they have turned it down."

Nominate 3 for Urban Land Institute Board Vacancies

Nominations to fill three vacancies on the Urban Land Institute's board of trustees have been submitted to members by the Institute's nominating committee. Nominees are J. Truman Streng, president of Massachusetts Mutual Life Insurance Co. and Charles Fleetwood, vice president of the Prudential Insurance Co. of America (three-year terms); and Dr. Ernest M. Fisher, director of the Institute for Urban Land Use and Housing Studies, Columbia University (two-year term).

Nominated for reelection to the board for three-year terms are: William H. Ballard, Boston; Van Holt Garrett, Denver; Newton C. Farr, Chicago; Philip W. Kniskern, Philadelphia; Warren L. Morris, Cleveland; Walter S. Schmidt, Cincinnati; Howard J. Tobin, Milwaukee; A. J. Stewart, Louisville; and Frank H. Ayres, Los Angeles.

Members of the nominating committee are Charles E. Joern, Foster Winter and Howard J. Tobin.

Kentucky Dealers Name B. E. Eubank President At Annual Convention

Ben E. Eubank of Lexington was elected president of the Kentucky Retail Lumber Dealers Association at the group's 45th annual convention, held recently in Louisville. Official registration for the meeting was 786 persons.

Prominent speakers included Blaine Fulton, 1949 president of the Kentucky association; H. R. Northup, NRLDA executive vice president; Eric Debu of London, England; R. A. Hill, advertising sales director, National Paint, Varnish and Lacquer Association; Adolph Pfund, secretary, Woodwork Jobbers Service Bureau; H. C. Berkes, secretary-manager, Southern Pine Association; and Ralph W. Carney, vice president, the Coleman Co., Wichita, Kansas.

Attendance at business meetings was exceptionally good this year, according to Don A. Campbell, Kentucky secretary-manager. Exhibitors reported that interest in displays was very high. Approximately 60 firms were represented.

Other new state association officers are: Sam Levy, Louisville, vice president; Don A. Campbell, Lebanon, secretary.

Clarke Daniel Heads Washington Association

A capacity number of members and guests attended the annual dinner and installation of officers of the Home Builders Association of Metropolitan Washington in the Statler Hotel, Jan. 9.

CLARKE DANIEL
President

Clarke Daniel, the new president, was formally installed, succeeding William S. Banks. Other officers for 1950 are: Alvin L. Aubinoe, first vice president; Russell B. Martin, second vice president. James W. Pearson is executive director.

RUSSELL B. MARTIN, ALVIN L. AUBINOE.
Second Vice President First Vice President

Members of the board of directors are: Edward R. Carr; J. Garrett Beitzell; Vernon Briggs; Robert R. Furman; Carl Freeman; A. Milton Talbert; Harry Boswell, Jr.; I. Lee Potter; J. Wesley Buchanan; Clyde J. Verkerke; Morris Cafritz; Frank Calcara; D. E. Gingery; Carl C. Crampton; T. Girard Lee; Waverly Taylor; Robert Tiffey; Arthur Pomponio.

National President Rodney M. Lockwood of Detroit, was the featured speaker. Lockwood reviewed developments in NAHB during the past 12 months and also outlined what the National has been doing on legislation and government bureau contacts. He gave the Washington group a brief summary of legislation on cooperative housing recently introduced in Congress.

Following the formal business an entertainment program was presented with Edward R. Carr as master of ceremonies.

Keep Up With The News
Renew Your AB Subscription

FORMICA FITS ANY FASHION

Decorative themes in kitchens may change from home to home. But beautiful hard working Formica fits them all.

Formica helps sell the rooms that sell the house. Colorful Formica surfaces wipe clean with a damp cloth, never need painting or refinishing. Alcohol, boiling water, fruit juices, mild acids and alkalies fail to dim its lasting luster.

In every style and kind of kitchen home makers are asking for Formica by name and looking for its famous label. Write for new color literature of idea stimulating uses for Formica in the home. Formica, 4514 Spring Grove Ave., Cincinnati 32, Ohio.

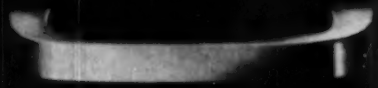
Look under "Plastics" in your Classified phone book for the name of a local Formica fabricator.

"Just as good" is a fable. Look for the label. Insist on Genuine Beauty Bonded Formica.

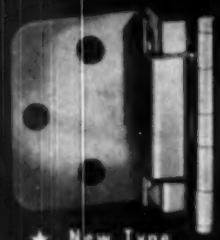
New 16 MM color sound movie "Living With Formica" pictures uses and how it is made. Available now for group showings. Write for film.

THE ULTIMATE IN QUALITY CABINET HARDWARE

4-Star Feature by NATIONAL LOCK

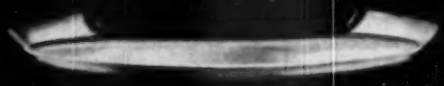


★ Forged Brass Hardware



★ New Type Concealed Hinge

★ Beautiful Concave Knobs



★ Distinctive Die-Cast Handle

NATIONAL TUTCH LATCH

Equipped with Tutch Latch, kitchen cabinet doors open at the touch of finger, wrist or elbow. Held securely when closed. Tutch Latch can be easily applied to interior of wood kitchen cabinets. Concealed from external view.

BUTTS AND HINGES

Everything you need in butts and hinges for every purpose. A broad line, offered in a wide range of types and sizes. Available in Dull Bronze, Dull Brass, Dull Nickel, Bright Chromium and other finishes.

HANDSOME DISPLAY BOARD

This new No. 150 deluxe board comes complete. Will replace several of your other boards. Saves counter space. Reduces inventory. Open stock, if desired.

Ask Your Jobber About the Complete Line of National Lock Builders' Hardware

The hardware items shown above represent the very finest in National Lock's extensive line of quality builders' hardware. Distinctively designed and skillfully manufactured, they appeal especially to the discriminating, who demand hardware reflecting outstanding character. Ask particularly about the new, complete National Lock No. 150 assortment. It includes all these profit-making items and many more. Your jobber has full details.

NATIONAL LOCK COMPANY

ROCKFORD, ILLINOIS • MERCHANT SALES DIVISION

DISTINCTIVE HARDWARE . . . ALL FROM 1 SOURCE

NAHB CONVENTION REVIEW

Thomas P. Coogan Named NAHB President

THOMAS P. COOGAN
1950 President

Well-known, popular Miami, Fla., builder succeeds Rodney M. Lockwood; Atkinson, Brockbank, Manilow, Haverstick elected to major offices.

Thomas P. Coogan of Miami, Fla., is the new president of the National Association of Home Builders, elected by the delegates to the 1950 convention and exposition. He was formally installed in office, succeeding Rodney M. Lockwood of Detroit, at the big annual banquet which climaxed the meeting.

Coogan, first vice president in 1949, started in the building business in 1925 and since then has become one of the nation's leading builders.

Elected first vice president was W. P. "Bill" Atkinson of Oklahoma City, who was the 1949 second vice president. Alan Brockbank, Salt Lake City, Utah, was named second vice president and Nathan Manilow, Chicago, was reelected treasurer. Joseph Haverstick, Dayton, Ohio, is the new secretary. Frank W. Cortright is executive vice president.

Coogan formed his present firm, Thomas P. Coogan and Co., in 1941 and did considerable wartime airport construction work in the Southern states. In 1944 the firm built much of the war housing in Southern Florida. In 1946 the Coogan organization began the construction of one of the first large-scale home projects of the postwar period, Essex Village, at Hialeah, Fla. More than 700 homes, 70 duplexes and 112 apartments have been completed and occupied in the development.

On this project Coogan pioneered the introduction of site-fabrication methods which have resulted in reduction of construction costs. He became a national officer in 1948 when elected secretary.

His other association posts have been: president, Builders Association of Southern Florida; national director for three years; and regional vice president in 1947. He has received especial commendation for his work as chairman of the mortgage finance committee.

President Coogan studied engineering at the Massachusetts Institute of Technology. He is currently president of the Technology Club of Southern Florida, composed of MIT alumni, and is also a member of the Boston Society of Civil Engineers.

New NAHB regional vice presidents are: Irvin R. Stitch, Hartford, Conn. (Maine, Vermont, New Hampshire, Rhode Island and Massachusetts). Albert Bartlett, Syracuse, N. Y. (New York State, exclusive of New York City). Stephen Kovach, Jr., Pittsburgh,

(Continued on next page)

New President's Policy Statement: 'U. S. to Remain Best-Housed Nation'

"Home builders are determined that America shall continue to be the best housed nation in the world."

That was part of the statement issued by the new NAHB President Thomas P. Coogan following announcement of his election. "At the same time," the statement continued, "we can and will continue to produce rental accommodations at ever increasingly lower rent levels for those who desire them."

For the purpose of achieving this, the statement indicated that builders will produce for the "broadest and most stable market."

The statement recognized FHA as providing a facility essential for maximum production of homes, stating that "the advent of FHA gave to the home producing and home finance structure a needed stabilizing influence."

"We call upon the FHA to continue constantly to adapt its procedures to changing conditions in order that its beneficial effects may remain available to the home buyer."

Concerning veteran's housing, the President's statement said "the present proposal to terminate Sec. 505 (a) is ill-considered and unfounded"; that this would "eliminate this section which has benefited the veteran by enabling him to acquire a home while preserving for

(Continued on next page)

W. P. (Bill) Atkinson
First Vice President

Alan E. Brockbank
Second Vice President

Nathan Manilow
Treasurer

Policy Statement

(Continued from page 71)

future use a substantial portion of his veteran's benefits." The statement urged that the budget of the Loan Guaranty Division of the VA be maintained "at an adequate amount in view of the magnitude of its job. . . ."

Opposition to the amendments to S. 2246 which seeks to provide special financing for cooperatives "which is more advantageous than that available to all other borrowers" was expressed. The statement also expressed opposition to direct Federal lending from public funds.

Concerning FNMA, the statement said its present high volume of purchases is caused solely by the disparity between FHA and VA interest rates. "VA and FHA permissible rates must be brought into harmony to recognize the lowest feasible economic rate set by competitive demands for investment funds, and not by governmental decree," it was stated.

Provisions for a permanent device for financing rental housing by amendment of FHA Sec. 207 was recommended. It should provide 90 per cent loans and the modernization and streamlining of procedures to make this section workable, the statement said.

Mortgage finance institutions and government agencies concerned with housing were called upon "to take into account today's cost and income levels so as to encourage home ownership by families of modest means."

The enactment and enforcement of proper safety, health and sanitation codes will help promote an adequate standard of safety, sanitation and decency, according to the statement. "We deplore the tendency in some quarters to seek to divert a slum clearance and redevelopment program from its basic purpose by using it as an excuse for more socialized public housing," the NAHB President

(Continued on Column 3)

Joseph Haverstick
Secretary

Frank W. Cortright
Executive Vice President

Cougan President

(Continued from page 71)

Pa. (Pennsylvania and Delaware). J. Wesley Buchanan, Washington, D.C. (Maryland, District of Columbia, Virginia and West Virginia). J. C. Long, Charleston, S.C. (South Carolina and North Carolina). B. A. Martin, Atlanta, Ga. (Florida, Georgia and Alabama). David Satin, Kalamazoo, Mich. (Michigan and Ohio). Albert Thompson, Indianapolis, Ind. (Illinois and Indiana). John L. Moravec, St. Paul, Minn. (Wisconsin, Minnesota, North Dakota, and South Dakota). O. G. (Bill) Powell, Des Moines, Iowa (Iowa, Missouri, Kansas and Nebraska).

Frank Robertson, San Antonio, Texas (Texas and Oklahoma). C. Taylor Burton, Salt Lake City, Utah (Utah, Montana, Idaho and Nevada). Franklin L. Burns, Denver, Colo. (Colorado and Wyoming). Wayne Guthrie, Spokane, Wash. (Washington and Oregon). William H. Evans, Los Angeles, Calif. (Southern California). James P. Bourne, Louisville, Ky. (Kentucky and Tennessee). Earl Colomb, New Orleans, La. (Arkansas, Louisiana and Mississippi). Dale Bellamah, Albuquerque, N.M. (Arizona and New Mexico). Carl Geffert, San Francisco, Calif. (Northern California). James Graham, Long Island, N.Y. (New Jersey and Metropolitan New York City).

Elected directors at large were: Cedric Roberts, Los Angeles, Calif.; W. Hamilton Crawford, Baton Rouge, La.; Charles Malowney, Springfield, Ohio; Lawrence Pearce, Jacksonville, Fla.; William B. Dixon, Jr., Pittsburgh Pa.; Joseph Entress, Rochester, N.Y.; Lother J. Boggs, Atlanta, Ga.; and E. M. Spiegel, Passaic, N.J.

---

said. FHA insurance for such projects up to 90 per cent of production cost was recommended.

General Sessions Draw Record Crowds

"The most vital issue in American history is the one that faces us today—the great issue of socialism versus the American way of life."

This statement was made by Rodney M. Lockwood at the opening general session of the 1950 NAHB Convention and Exposition in Chicago. "In spite of all the terrifying things we read in the newspapers and magazines about A-Bombs and H-bombs, traditional American freedom is less in danger from foreign attack than it is from creeping paralysis from within," he stated.

The great majority of Americans, Lockwood said, believe they are opposed to socialism and are sure they are opposed to communism. "Unfortunately," he maintained, "most of them do not know how to recognize socialism when they see it—nor do they know how it can be established or what its effects will be."

Speaking of socialism in Great Britain and Russia, the past NAHB leader said that it was installed in the former by a "debauchery of democratic processes, and, in the Soviet Union "established and maintained by force."

The only way that the advance of socialism can be stopped in this country, Lockwood declared, was to bring it into the full focus of the American people and "fight it out" in the arena of national politics.

In another speech at the convention's opening, Nicholas F. Molnar, former NAHB secretary, took his audience for a "trip across the American scene" stressing the current threat to liberty.

He pointed out that farmers of America are giving cherished liberties for subsidies and that the members of our labor ranks are sacrificing sacred principles of freedom for security while recommending merciless taxation that kills risk capital and enterprise—foundations of the American concept of individual liberty.

Downs Predicts Slump

James C. Downs, Jr., business economist, and president of the Real Estate Research Corporation of Chicago, advised that builders must strengthen their operations in anticipation of a "sharp over-all drop in the private building market" likely to occur in the last six months of 1950.

Speaking in the second general session of the convention, Downs said he believed the general level of construction activity will remain constant throughout the year, since the slump in private building projects will be taken up by government housing developments.

Four factors influence the trend of the building business, according to Downs. They are: 1—the quantitative demand, 2—the purchasing power of those making the demand, 3—pressure on the potential purchaser to buy, 4—attitude toward saving money. Pent-up investment funds and political forces that operate outside the economic system also qualify the building market, he said.

The builder with "savvy," with merchandising techniques, and with an organized system to capture some portion of the "unexplored market" will survive during the next year, Downs concluded.

Raymond M. Foley, HHFA administrator, commended the industry on its volume of more than 1,000,000 starts in 1949 and greater concentration on housing in the lower-cost market but stated that this probably could not have been accomplished without the most liberal financing aids ever made available by the government.

Making the major speech of the second general session, Foley said that "without the help of the FHA-insured financing, VA-guaranteed loans and billions of dollars made available from the Treasury through FNMA, we probably would not have been able to reach a million starts in 1949.

"Particularly, if it were not for the FHA Title VI aids, originally designed only to meet the special needs of wartime, on an emergency basis, we probably would have fallen well below the million mark because of lower rental housing volume," Foley said.

Rental Housing Needed

Among future needs listed by Foley were: more privately built rental housing at lower rents; entry of long-time equity capital which can be satisfied at a low interest rate; a revised view of necessary profit percentages; more moderate-priced houses for larger families; and considerable addition to the size of the small economy house commonly offered now below $8,000.

Franklin D. Richards, FHA administrator, in the second general session described the home building industry's 1949 record as "a real incentive to private enterprise to center its efforts on further progress toward the goal of a decent home for every American family."

T. B. King, director of Loan Guaranty Service, Veterans Administration, told delegates assembled for the second session that "more and more the buyer is to be your master." Further, he said, the disparity between purchase prices of new homes and the ability to pay, especially of veterans, is a pressing problem that builders must solve if they could not curtail output because of a shrinking market.

During 1949, according to King, the median price of homes purchased by veterans with GI loans was $9,100, requiring an annual income of $4,000 or more, yet only one-fifth of World War II veterans have such an income. Almost half of these veterans, with incomes between $2,000 and $3,500 could probably afford to buy homes priced no higher than the $4,500 and $7,500 ranges.

"Selling Tomorrow's Homes" was the key theme of a panel discussion in the third general session of the convention.

W. P. "Bill" Atkinson, NAHB first vice president, opened the session with a query of whether or not today's building salesmen have lost the art of selling. Edward G. Gavin, editor, *American Builder*, answered by asserting that the skill has at least somewhat atrophied and that it must be restored now in preparation for the tight market to follow this year's steady business.

Gavin continued with remarks on specific selling techniques. Although the power of a woman should never be overlooked, builders should not ignore the influence of the man as a home buyer, he said. Gavin pointed out that house salesmen frequently direct their efforts to the female half of the buying family and are not equipped to answer the male member's questions with intelligence and discretion. Successful merchandising begins on the drafting board, Gavin said.

The word "free" plays an important part in the advertising programs conducted by Jack Seale, builder, Amarillo, Texas, who described his firm's activities. His company gives away fruit trees, kitchenware, and other items to all families registering at his displayed homes.

Builder Must Accept New Designs

Alan Brockbank, builder, commented on the NAHB programs, particularly the slogan ideas intended to give continuity to merchandising plans. He also stated that the builder must recognize the trend of design if he would stay in business. These years are the transitional phase of an evolution toward the new type of house that will represent the best of builder-architect cooperation.

Senator Harry P. Cain, in the third session, struck strong blows for home ownership; strongly recommended the United States go back to a gold standard, and roundly criticized our nation's banks and government for failing to protect the buying power of the dollar properly.

Highlight of the final general session was a speech on Climate Control by Elizabeth Gordon, editor of House Beautiful. Other speakers on this subject were David D. Bohannon, builder, and Helmut Landsberg, Climatologist, Washington, D. C.

Builders of America are not only doing something about the weather and climate, Bohannon said, but they are making it sell homes for them.

Climatology is merely adopting your land site so that full advantage is taken of the prevailing climatic situation in your area, Bohannon pointed out.

Editors and Builders Share Spotlight Together In On-Stage Conference

What will happen to the price of average small homes in 1950?

This was one of the prime questions that concerned members of the press during an On-Stage Press conference in Hotel Stevens, Chicago, during the 1950 NAHB Convention. The question, asked by Real Estate Editor Jack Holton, of the New York World Telegram and Sun, was answered by Builder Fritz Burns of Los Angeles.

"The prices of homes in this price bracket will remain about the same," said Burns. In spite of rising building costs, the price of homes will be sustained at about the same level due to improved building efficiency, he stated.

Builder members of the conference, moderated by Walton Onslow, director of public relations for NAHB, included Robert Gerholz, of Flint, Mich.; Joseph Merrion, Chicago; Edward Carr, Washington, D. C.; Fritz Burns, Los Angeles, Calif.; David Bohannon, San Mateo, Calif., and Joseph Myerhoff, of Baltimore. NAHB Past President Rodney J. Lockwood was also on the builders table at the conference.

Members of the press at the conference included Jack Kempson, Newark Evening News; Angus Thuermer of the Associated Press; Jack Holton; Al Chase, Chicago Tribune; Conrad Harness, Washington Post; Lee Cooper, New York Times; Mrs. Nell Gross, St. Louis Globe-Democrat, and Jim Chandler, of the Cleveland Press. All press members are real estate editors of their publications.

Other questions asked by members of the press concerned the effect of low rents on home buying, the need for more expandable type homes, and Chicago's housing problems. Some of these questions and answers follow:

Jack Kempson: "What is effect of low rents on price of homes?"

David Bohannon: "It is not sufficiently emphasized today that it is cheaper to buy a home than to rent."

Jim Chandler: "What about the expressed need for houses that can be expanded with an expanding family?"

Joseph Merrion: "Houses should be expandable, and in most cases throughout the country, builders are realizing this and are making provisions for it."

Edward Carr added to this answer: "I think the average person, when his family increases in number, wants to move to a larger house. Many homes are not practical to expand," he said.

Mrs. Gross: "Isn't there a chance of overbuilding in the under $10,000 class?"

David Bohannon: "Yes. There is a chance of overbuilding in any price bracket."

Lee Cooper referred to the present mortgage debt of $35 billion, and asked if there was not danger of having such a large debt.

David Bohannon: "This must be analyzed on a rent paying basis. The fact that amortization periods are set up on ability to pay assumes that people will continue to be able to pay." He believed that mortgage money is "the safest we have."

When Robert Gerholz suggested, for example, that the $35 billion be related to the public debt, Cooper interrupted.

"I don't like to relate anything to the public debt," he stated, "because that is something beyond my comprehension."

Applause from the audience indicated that most people agreed with Cooper.

(*Continued column three*)

FOUNDERS of NAHB Women's Auxiliaries. Left, Mrs. B. Lue Bettilyon of Salt Lake City, and Mrs. Melvin Kimmey of Clayton, Ohio.

Dayton, Salt Lake City Local Chapter Auxiliaries Studied at Convention by NAHB Women

An interested convention audience heard two women explain the organization and operations of the only NAHB local chapter auxiliary groups during the annual conclave held in Chicago.

Currently, there are two auxiliaries in existence—one in Dayton, Ohio, founded by Mrs. Melvin Kimmey and one in Salt Lake City, Utah, founded by Mrs. B. Lue Bettilyon. These groups were founded to promote close friendships and pleasant relations among wives at the local level.

"We have found some of our most active women are not the wives of the most active men builder-members but that the interest of the wife in the organization stimulates the man's interest in his organization, and vice versa," Mrs. Bettilyon reported.

The local auxiliaries have helped the national association in legislative matters with word-of-mouth advice, letters-to-congressmen programs, and, if appropriate, with appearances before the state legislature.

NAHB Officials ask Congress To Investigate Cooperative Housing Bill before Voting

During the general sessions of the annual convention, NAHB officials demanded a congressional investigation of housing cooperatives before a final vote is reached on the so-called "middle-income" cooperative housing bill now pending before Congress.

"Certainly Congress does not want to underwrite another housing fiasco like the Lustron deal without knowing all the facts," presiding officer Rodney M. Lockwood said.

Lockwood stated that many cooperatives have lost money in producing dwellings at costs higher than those of similar dwellings constructed by private builders. He denounced the proposed $2 million bill as "another excursion into government-subsidized socialism."

Women's Program Popular

A popular convention feature was the Women's Program for Home Builders, staged at the first general session in the Grand Ballroom of the Stevens Hotel. The program was planned and presented by a committee of women, headed by Mrs. Henny Mollgaard of Milwaukee, Wis., who presided. Committee vice chairmen were Mrs. Maude Butler, Tulsa, Okla., and Mrs. Henry Chalaron, New Orleans, La.

Mrs. Mollgaard set the tempo of the meeting in her opening address when she advised her audience, "Woman's place is in the home—in designing it, selling it, living in it, and making it more livable not only for herself but for her family. It is our aim this morning to impress you who are building the majority of homes in America with the features women want in their homes."

"A big asset in the sale of the 1950 homes will be the use of modern types of wallpaper," Florence Myers of Katzenbach & Warren, Inc., advised. The speaker made the observation that the development of wallpaper design has so closely followed architectural styles that it cannot be disassociated from them.

"Improved, augmented, flexible home illumination provides the most convincing answer to the problem of better merchandising in 1950," according to J. H. Blitzer, vice president of the Lightolier Co. "Correct illumination adds eye appeal to interior furnishings, makes entertaining more enjoyable, protects eyesight and health and provides an emotional lift." Blitzer illustrated his points with the help of slides.

"The needs of young families with children are extremely practical," accorded to Mrs. Maxine Livingston of Parents Magazine. "First, and most important, the house must encourage congenial family relationships—and that includes providing a place where children can 'raise rumpus,' in good weather or bad, without interfering with the rest of the household."

"Surveys by the Rahr Color Clinic prove that the majority of women consider color before design," Beatrice West, Rahr color stylist, informed her audience. "Therefore can builders afford to ignore color—or to abuse it?"

Awards to winners of the small home design contest for women students of architecture in the United States and Canada were highlights of the session.

Winning Chapters in NAHB membership contest receive awards at special ceremony

Nine local associations which won honors in the NAHB 1949 membership contest were presented awards at a special ceremony during the annual convention at Chicago. Awards were based on the percentage of increase between January 31, 1949, and January 31, 1950. The local associations receiving awards are:

Group I—chapters which had 300 or more members on January 31, 1949: First place, Home Builders Association of Dallas, Texas, membership increase of 90, or 23.6 per cent; second, Seattle Master Builders, 61 new members, increase of 17.3 per cent; third, Home Builders Association of Metropolitan Washington, D.C., 38, increase of 8.5 per cent.

Group II—60 to 300 members: Milwaukee Builders Association, 248 new members, increase of 130.5 per cent;

Left to right: James Pearson, executive director, Home Builders Assn. of Washington, third prize; Harold L. Larsen, president, Seattle Master Builders Assn., second prize; and H. Leslie Hill, president, Home Builders Assn. of Dallas, first prize.

Home Builders Association of Hartford County (Conn.), Inc., 76, increase of 89.4 per cent; Utah Home Builders Association, Salt Lake City, 69, 82.1 per cent.

Group III—60 or less members: Albuquerque, N.M., Home Builders Association, 76 new members, increase of 330 per cent; Home Builders Association of Westchester County, N.Y., 37, 168.1 per cent; Birmingham, Ala., Association of Home Builders, 63, 157.5 per cent.

On hand to receive the awards were H. Leslie Hill, president of the Home Builders Association of Dallas; Harold L. Larsen, Seattle president; James W. Pearson, Washington executive director; James R. Baer, Milwaukee, national director and chairman of the local membership drive; Executive Secretary Clayton W. Johnson, Hartford; A. B. Nielson, president, Utah Association; Dale L. Bellemah, Albuquerque president; Frank P. Tufaro, Westchester County President; and Richard H. Brown, Birmingham president.

Presentation of the awards was by William G. Powell, chairman of the national membership committee.

Cortright's Column

FRANK W. CORTRIGHT, Executive Vice President, National Association of Home Builders of the United States.

The home building industry is riding the crest of the highest wave in history. It is a precarious position because of the height of the wave and the speed with which we are moving.

The economic history of this country and that of our home building industry is that such waves—or cycles, if you please—move on for varying periods of time and then crash on the shore, when builders and other businessmen are swept down and out in the powerful undertow of a depression.

Of course, the next wave builds up and our business, in the wake of the general economy, follows the pattern of boom and bust, with its consequent hardship and personal loss.

If you doubt that the high wave crest upon which we are riding can crash, I suggest that you consider the cumulative effect of only three immediate possibilities—if Congress does not promptly increase the authorization for Fannie May, for FHA Section 203, and if they do kill off and eliminate Section 505A loans, what do you think will happen to our current record-breaking level of monthly starts? My guess is that it would be cut in half!

Beyond this, there are certain hazards which may well reduce our volume. Here are a few:

The constantly more burdensome tax-load being placed upon the people.

The ever-increasing wage levels demanded by labor.

The inflationary spiral which is destroying the purchasing power of our money.

Our general march into a social welfare state.

The demand for collectivist non-profit cooperative housing.

The increasing domination of our industry by government.

The current program of socialized public housing.

All of these things we must fight and I say to you many of them we can lick! In view of the extreme violence of the cyclical swings of our home building economy in the past, the great height of the waves of our prosperity and activity, and the great depths to which we have been swept during periods of depression, it is indeed fortunate that your industry is organized to define and to anticipate these problems, to take action to prevent their recurrence in the months and years ahead.

In you men individually—in your local associations and in your national association—lies the hope of the industry—the hope of the home owner of tomorrow—and the hope for a FREE AMERICA!

Looking back over the last eight years, I have been privileged to watch the growth of your national association, to appraise its accomplishments, and to assess its ability to serve you in securing stability of construction and the opportunity to continue as a reasonably free industry.

Home Builders—locally, state-wide and nationally—have learned the power of a united front, have learned the near miracles which can be accomplished through intelligent, concerted action.

The story of your national association's growth is written in the production of a million homes by private enterprise during the war years and nearly four million new homes since then. It is a story which would fill a dozen volumes and require a thousand pictures. A brief history and outline of what your national association is, of whom it is comprised, and how it functions has been recorded on a film prepared for viewing by your local associations throughout the country, to help in your membership work. I hope that you will wish to arrange for its viewing at an early meeting. It is not a dramatic presentation but rather tells a simple story, an explanatory story designed to assist you in answering the question, "What does the national association do for me?" It is our hope that it will answer that question satisfactorily.

Winners of Architectual Contest Honored at NAHB Convention

The competition sponsored by *American Builder* and NAHB was limited to women architectural students of the United States and Canada. One hundred and four entries from 31 schools were received. Six prizes and 7 honorable mentions were awarded.

Elizabeth Graham Bell, first prize

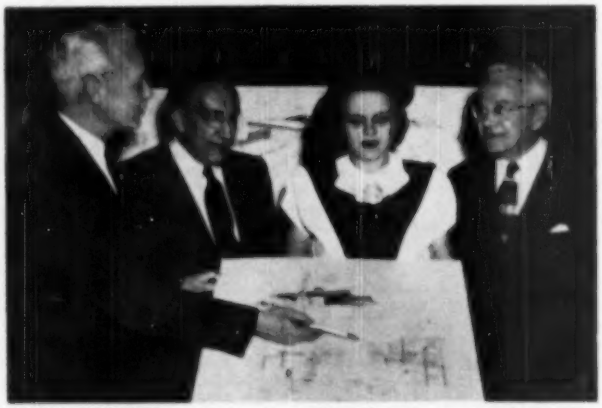
Sonia Jean Albert, second prize

AWARDS to winners of the *American Builder* Prize Home Competition was the highlight of the opening session of the National Association of Home Builders Exposition and Convention held Feb. 20, 1950, in the grand ballroom of the Hotel Stevens. The contest sponsored jointly by the *American Builder* and the Women's Division of the NAHB, was the first of its kind ever limited to women architectural students. All of the student contestants are at present attending accredited colleges and universities throughout the United States and Canada. The presentation of the cash awards were made by Edward G. Gavin, editor of the *American Builder*, after which the young ladies gave a brief outline of the relative merits of their entry.

First prize of $500 was presented to Elizabeth Graham Bell, a sophomore at Carnegie Institute of Technology. She described her plan as having achieved a sense of spaciousness by the addition of large entrance hall which serves in the dual capacity of being an added social center in the evening and a playroom for children during the day. To prove the practicability of the house, Miss Bell mentally lived in every room and in her imagination went through all the normal functions of a housewife for three weeks while the plan was in process of development. The result of this test convinced her that the plan would work.

Second prize of $200 was given to Sonia Jean Albert who will be completing her studies in architecture at Yale University March 28, 1950, after which she leaves immediately for Stockholm, Sweden, to take a position as a designer with a firm of architects of that city. In describing her design Miss Albert said that it was developed around the three C's of modern, contemporary planning, namely, comfort, convenience, and closets, instead of the two C's of traditional planning, referred to as Cape Cod. Also, she attempted to make a house that would be fun to live in for any typical family in any section of the country.

Third prize of $100 was awarded to Nancy Hopkins, Margaret Sinclair and Josephine Willrodt, all advanced students in the school of architecture and landscape architecture at the



REPRESENTATIVES of the sponsors discussing the merits of the prize winning design. Reading from left to right they are: Edward G. Gavin, Editor, American Builder; Martin C. Huggett, Executive Vice President of Chicago Metropolitan Home Builders Association; Henry Molliguard of the Molliguard Co., realtors and builders, Milwaukee, Wis.; and Robert H. Morris, publishing director, American Builder.

Nancy Hopkins

Margaret Sinclair

Josephine Willrodt

University of Illinois. These three young ladies collaborated on one drawing on which they prepared a design they refer to as the "Sun-back house." In describing their entry, Miss Sinclair, who was chosen as the spokesman for the trio before the assembled home builders, said that the house was designed from the outside in; referring to the fact that the garden area at the rear of lot was the focal point around which the rooms of the house were oriented. Supervision of the play area from the kitchen was particularly good.

Fourth prize of $100 was awarded to Nancy C. Reeves of the school of architecture, University of Texas. This design also laid stress upon rear yard living with service units placed to front of property. Excellent circulation was evidenced in the room arrangement.

Fifth and sixth prizes of $50 each were awarded respectively to Mrs. Ruth Rost of Miami University, Oxford, Ohio, and Bette Peek, University of Texas, Austin, Texas. In addition to the above prize winners seven drawings were set aside for honorable mention because of the thought and consideration given to the solution of the problem, and the excellence of the drawings.

The presentation of the cash awards by the *American Builder* to the three top winners at the opening session of the convention, was made possible through the generosity of the NAHB, who invited the young ladies to be their guests during the first three days of the convention and exposition.

The selection of the winners was based upon a point system employed by the seven person jury of awards consisting of architects, builders, building magazine editors and a housewife. A total of 104 entry blanks were received.

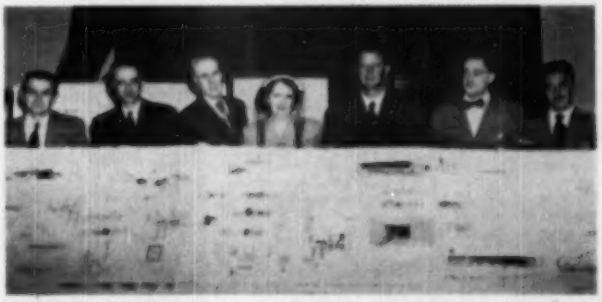
The program called for the design of a dwelling for a middle income American family consisting of father, mother and two children, one a boy and the other a girl. The dwelling not to exceed 1,300 square feet of livable floor area, excluding laundry area, heating area, basement, attic and garage. Dwelling to be placed on a site having a depth of 150 feet and a frontage of 75 feet along a paved street running in any compass direction the entrant may choose. The dwelling to occupy not more than 62 feet of the width of the site. The design to be of a type that is marketable to the public and attractive as an investment to builders and lending agencies, and which can be executed into a finished home by the average builder, at costs not considered excessive, uneconomical or wasteful in relation to the floor area.

In APRIL AMERICAN BUILDER

Plans, Elevations, and Details of the First Four Prize Winning Designs of this contest will be published.

It was regretted by the jury that there was a tendency on the part of the entrants to disregard the stated intentions of the program, such as . . . to secure plans that would be marketable to the public and attractive as investments to lending institutions. Practically all entries leaned to the flat or semi-flat roof design, and all without exception confined the living area to one floor. In seeking a reason for this condition, it occurred to the jury that perhaps there is too much of a tendency on the part of the designers, under the competitive stimulus, to attempt the "brilliant" solution, and overlook the obvious virtues of the direct and unpretentious answer to the program.

The project was an education effort on the part of the sponsors to develop sound ideas and better understanding of the ever-present small house problem. As a result of this experience, the conclusion has been reached that a competition is a fair and just method for finding praiseworthy solutions for any given architectural problem. It has the further virtue of discovering and encouraging fresh and vigorous architectural design talent.



MEMBERS of the jury of awards with the prize winning entries before them: reading from left to right are: Walter T. Anicka, architect, Ann Arbor, Mich.; Robert E. Sangster, editor, Small Homes Guide; Arthur V. Hansen, architectural editor, American Builder; Mrs. Robert H. Morris, housewife, Highland Park, Ill.; Charles E. Joern, builder, La Grange Park, Ill.; Frank Lee Cochran, architect, Chicago, Ill.; Martin H. Brown, architect and builder, Oak Park, Ill. Selection of the winners was made February 9 in the offices of the Chicago Metropolitan Home Builders Association.

Delegates Arrive — Exhibits — Meetings Attract Thousands

PACIFIC Northwest group from Portland, Ore., traveled farthest by train.

MEMPHIS, Tenn., represented the Mid-South.

Steady stream of visitors kept exhibit personnel on toes.

ALL seven NAHB past presidents got together: (left) Robert F. Gerholz, David D. Bohannon, Edward R. Carr, Milton J. Brock, Joseph Meyerhoff, Rodney M. Lockwood and Fritz B. Burns.

CONVENTION and Exposition culminates months of planning for Paul S. Van Auken and staff shown above (from left): Irene House, Damon Elder, Van Auken, Doris Bodes, and Frances Jacoby.

A contingent of 50 Long Island delegates arrived in town Sunday A.M.

ABOVE, executive staff of NAHB. Standing (from left): Richard Saunders; Wm. J. Tobin; Carl G. Lana; Rodney Lockwood, 1949 president; Frank W. Cortright, executive vice president; Walton Onslow, public relations director; John Dickerman. Seated (from left): Mildred Clark; Peggy Rayner; Maud O'Neal; Ruth Noll. Staff was photographed just before leaving Washington for convention.

Read AMERICAN BUILDER Every Month!

Send your subscription or renewal to Circulation Manager, AMERICAN BUILDER, 30 Church St., New York 7, N. Y. Only $3.00 for one year—12 issues or $5.00 for three years—36 big issues. *Biggest Buy in the Building Field.*

Your "public" wants

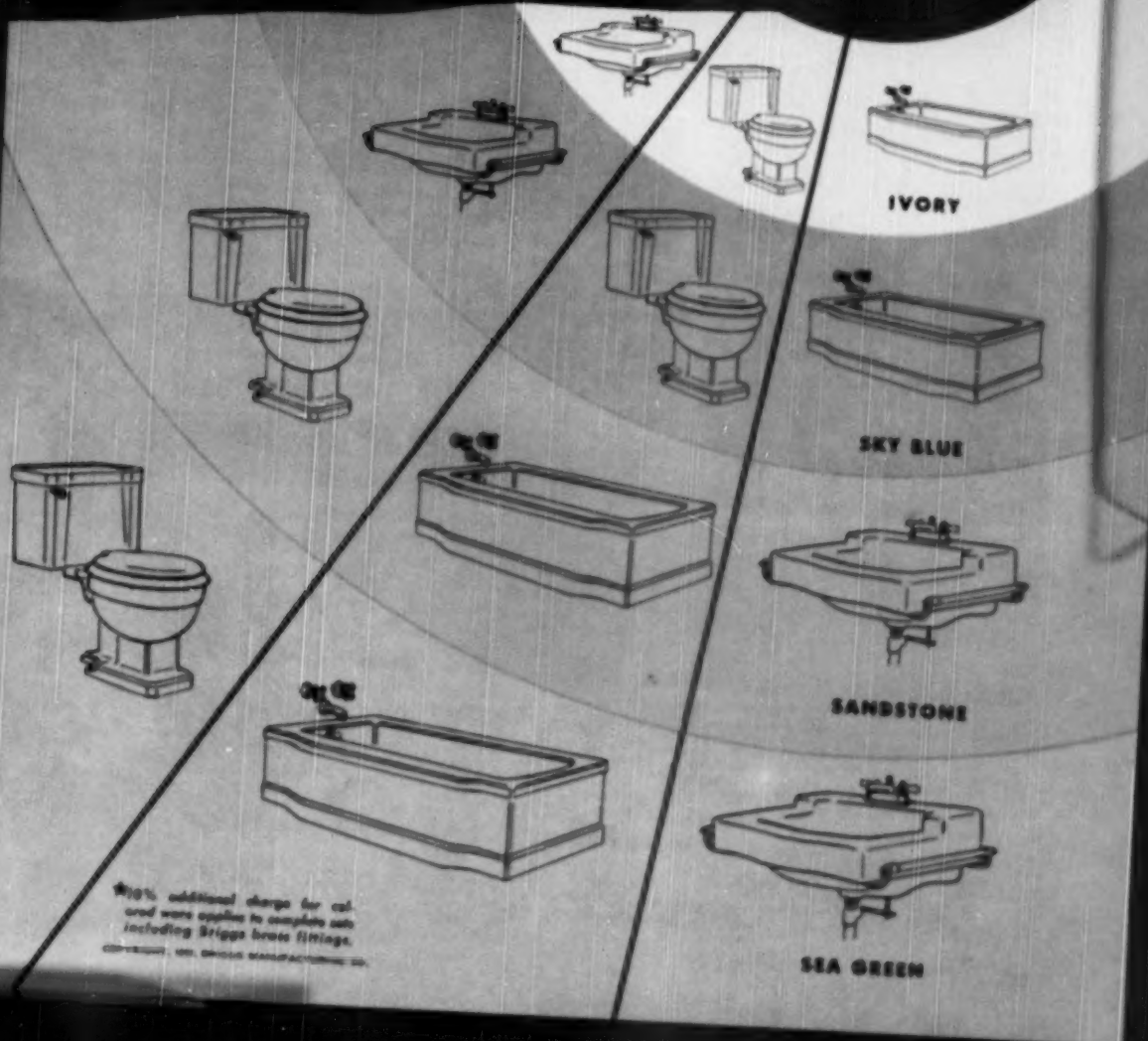
Beautyware

gives them at

the lowest price in history!

Briggs four exclusive decorator colors, plus white, now available in both porcelain enamel steel and vitreous china.

Briggs Manufacturing Company · 3001 Miller Ave., Detroit 11, Mich.



*10% additional charge for colored ware applies to complete sets including Briggs brass fittings.

NATIONAL "GOOD AMERICAN HOME" PROGRAM

Features Kelvinator Kitchens Exclusively . . .

DRAWS OVER 30,000 ON OPENING DAY IN DETROIT!

Featured exclusively in the "Good American Home" Program, this typical Kelvinator Kitchen is summed up by one prominent Detroit builder who says it "gives my $8,300 home that $15,000 look." For beautiful kitchen layouts that fit suggested "Good American Home" designs, write to Dept. AF, Kelvinator, Division of Nash-Kelvinator Corporation, Detroit 32, Michigan.

Sensational Sales Reported from First Day!

"Terrific!" "Unheard-of!" That's what members of the Detroit Builders' Association said as they saw 30,000 Detroiters, representing home-hungry America, brave bad weather for the first showing of low-cost homes in the new "Good American Home" Program on Sunday, Jan. 22. The results wrote history. People moved two-abreast in block-long lines the entire afternoon, looking—asking—and many *buying on the spot!* Builders tallied up prospects and sales they had not dreamed possible. Never before had Detroit builders seen such a response to a home-selling program.

Watch in your town for this program, sponsored nationally by the National Retail Lumber Dealers Association, the United States Savings and Loan League. You'll see it spearheaded by press, radio and television publicity, proving to America's vast market of non-home owners, with actual *dollars-and-cents figures*, that "It's Easy To Own A Good American Home!"

LOOK WHAT BUILDERS SAY OF THE AMAZING RESULTS!

"Such crowds were never dreamed of. Our sales far exceeded all estimations. And I'm certainly proud to have Kelvinator Kitchens in my homes."

JOHN D. HARRISON

"The Kelvinator Kitchen was a big attraction, received such fine comment from persons visiting my demonstration home that I'm all set to feature your equipment in future homes."

HOWARD LEACH

"The Kelvinator Kitchen gives my $8,300 home that $15,000 look."

RODNEY M. LOCKWOOD

"I've just never seen anything to equal that Opening Day. The way on-the-spot purchases mounted was absolutely unique and inspiring."

JOHN WEINHART

"Over 22,000 people visited our demonstration home in the first week—special interest was shown in the Kelvinator Kitchen. It has great appeal and is very impressive."

JOSEPH LAWRY

TIE IN WITH THIS PROGRAM WHEN IT COMES TO YOUR TOWN!

Kelvinator

DIVISION OF NASH-KELVINATOR CORP., DETROIT 32, MICHIGAN

E D I T O R I A L

Distribution Channels

A PANEL at a convention held recently was asked what retail lumber and building material dealers could do collectively to preserve their position as distributors. The question was preceded by the statement that in some sections of the country, both wholesalers and manufacturers were by-passing the retailer and selling directly to contractors and builders.

One of the panel members replied by saying that there was nothing that could be done collectively. Another panel member added that it was fortunate that nothing could be done, and just as certain that nothing should be done. What he meant, as he explained in considerable detail, was that no business group has a right to ask for free enterprise in one breath, and protection of its position in another. Retail lumber dealers, he added, are not accidents in the distribution picture, nor are they a factor tolerated on one side by manufacturers and wholesalers who paternally keep them in business, and on the other side by builders and contractors who buy from them because of sympathy with their need to stay in business. Some 25,000 retail lumber and building material dealers are in business today for one reason only—that is because their services in the distribution process have been proved over more than 150 years to be the most efficient and economical yet devised in an open competitive system.

Now, if there is by-passing, and there certainly is, it is due to one of two reasons. Either conditions have changed so that the retail lumber and building material dealer in some places can no longer perform the most economical and efficient service, or dealers, where by-passing them is becoming a practice, are not operating efficiently or do not know how to sell the services that put them in business. There is ample evidence to indicate that conditions have not changed and are not changing to eliminate the economic need for a retailer. Thus, the only conclusion that can be reached where retailers are being by-passed is that they have failed to keep pace with the development of greater efficiency, or do not know what they have to sell, and how to sell it to builders.

Great changes have taken place. Alert retail lumbermen have noted them, studied them, and tailored their operations in ways that still make them the most economical sources of materials for home builders. In meeting change these dealers are proving the advantages of free enterprise by accepting the competitive threat of by-passing as a spur to evolve new economies that eventually are passed on to the home owner. That is the purpose of free enterprise, and the only reason for it. Free enterprise, however, and protection from economic changes are not bed fellows. The only danger to the retail segment of the building industry is the danger that some of its members may impose on themselves through complacency and lack of initiative.

PUBLISHING DIRECTOR
Robert H. Morris
EDITOR
Edward G. Gavin
MANAGING EDITOR
Lyn E. Arant
SENIOR ASSOCIATE and EASTERN EDITOR
E. H. Wambolt

ARCHITECTURAL EDITOR
Arthur V. Hansen
WESTERN EDITOR
William C. Redd
FIELD EDITOR
Robert Charles
ASSISTANT EDITORS
Richard Garvey
Raymond Stein

PRODUCTION EDITOR
Margaret C. Carroll
ART EDITOR
George M. Clark
CHIEF DRAFTSMAN
J. T. Frab
CONSULTING ARCHITECT
Walter T. Aeicke

Editorial Office, 79 W. Monroe St., Chicago 3, Ill.

Every effort will be made to return material submitted for possible publication (if accompanied by stamped, addressed envelope), but the editors and the corporation will not be responsible for loss or damage.

Sponsorship of 1950 National Home Week Will be Broadened

E. G. GAVIN, editor of *American Builder*, originator of National Home Week

National Retail Lumber Dealers Association and National Association of Real Estate Boards will cooperate with National Association of Home Builders in staging 1950 event

EXTENSIVE plans, formulated on a national level, assure that the phenomenal acceptance and growth of National Home Week will strike a new high point in 1950. The event, conceived and inaugurated by the *American Builder* in 1948 and spearheaded by the National Association of Home Builders each year since it was started, has attracted the interest of all segments of the home building industry. As the result of a meeting sponsored by the *American Builder* in Washington in January, the National Retail Lumber Dealers Association and the National Association of Real Estate Boards are adopting National Home Week as an integral part of each association's annual public relations program. Members of these groups will now work with their associations and with members of the National Association of Home Builders in staging annual National Home Week observances in communities of all sizes, September 10 to 17 this year.

In previous years lumber dealers, real estate brokers, banks and savings and loan associations have cooperated with home builder groups and with individual home builders in staging National Home Week in their communities but none of the national association groups representing segments of the industry other than the home builders have ever officially co-sponsored the event. The tremendous success of National Home Week promotions where they have been held in the last two years, plus an avalanche of inquiries and interest concerning the promotion following the 1949 observance led *American Builder* to the conclusion that this annual affair was growing to proportions which necessitated help from all segments of the industry if National Home Week is to continue to grow in importance as an annual outstanding feature of the home building and housing industry of the United States.

National Home Week is the type of annual event which can be observed in every village and hamlet in the nation. In fact, wherever there are homes and families living in them, it can be observed with propriety in one way or another. There is no community too small to observe National Home Week just as there is no community too small to observe National Clean-Up and Paint-Up Week, an annual spring event for many years throughout the United States. The limitations on National Home Week observance thus far have been its novelty, lack of an appreciation of its potentialities for good public relations by some segments of the industry, and the need for more educational material on all phases of the promotion.

The tremendous popularity of the Week in all major cities where it was staged in 1949, especially with home builders and newspapers which co-operated, assure that it will be an annual affair in those communities. In practically all cases where National Home Week has been observed thus far, there have been local chapters of the National Association of Home Builders which sponsored the event, sparked all the promotion and carried the responsibility. In a number of cases retail lumber dealers carried the major load on the promotion, but these cases have been exceptions.

Under the new setup as worked out in Washington in January, members and groups within the National Retail Lumber Dealers Association and the National Association of Real Estate Boards, as well as the members and local chapters of the National Association of Home Builders will be advised on National Home Week possibilities, plans and methods by their national offices. Heretofore where members of the former groups had participated in an observance of National Home Week, it was done at the instigation of the National Association of Home Builders or some of the individual members of that organization, and then only in the larger cities and metropolitan areas of the nation.

With lumber dealers and real estate brokers in practically every hamlet of the nation, National Home Week will be brought to a much greater portion of our population. Ties between the lumber dealer, builder, real estate broker and banker are closer in the small communities. Now that there is co-ordination of National Home Week promotion among these groups at the national level, it should be simple for these segments of the industry to join hands in promotion at the local level with the help of ideas and material supplied by the various national groups.

Since National Home Week has reached the proportions of a major national observance for all segments of the home building industry, *American Builder* has assumed the role of co-ordinator at the national level. This publication saw the need for a meeting of minds of the national association groups directly concerned with National Home Week, and as a result invited representatives to the Washington meeting in January. In its role as co-ordinator, *American Builder* will devote its efforts solely to those tasks which no single association or group can logically undertake. Since National Home Week is still in its infancy it is difficult to foresee all the ramifications and possibilities this position entails. Thus far, however, the need for some sort of a National Home Week handbook, with suggestions on promotion of the week in various-sized communities, is realized. This handbook, containing detailed ideas for associations and groups sponsoring the week as well as suggestions for tie-in promotion by individual home builders, lumber dealers and realtors, is being prepared by *American Builder*. This publica-

LEFT: Rodney M. Lockwood, president of NAHB; right: Frank W. Cortright, executive vice president, NAHB

LEFT: C. R. Sweet, president of NRLDA; right: H. R. (Cotton) Northrup, executive vice president of NRLDA

LEFT: Robert P. Gerholz, president of NAREB; right: Herbert U. Nelson, executive vice president of NAREB

tion also sees the need for careful coordination of initial announcements of the week to the press on a national basis, as well as the need for a central agency to tabulate results of the promotion and assemble other data on the observance. Personnel to handle these phases of National Home Week have been assembled by *American Builder*.

All the developments outlined here should intensify as well as consolidate much of the promotional effort of the various segments of the home building industry. For the first time in history there is a central theme or event of national scope on which those interested in all the various phases of home building, home modernizing, home financing and home selling can concentrate. The National Association of Home Builders, which has pioneered promotion of National Home Week, will continue to spearhead the event in cities where there are chapters because the event is primarily a showing of homes—the products of the industry—which home builders erect. Not many builders, however, can complete a house and make it livable without the help of their retail lumber dealers, other suppliers and subcontractors. The dealer has his part in the erection of most new homes and therefore is eager to promote more home building and modernization.

In a great many communities, it is the activity and aggressiveness of realtors and brokers which keep the population and opportunities on the increase to create more demand for the houses produced by the building industry. Realtors, therefore, are not only working with home builders in a great many cases, but are responsible for many opportunities created for the industry. Their part in the promotion of National Home Week as a stimulant to a continuing good market should be sincere and enthusiastic.

With lumber dealers and realtors joining hands with home builders to sponsor National Home Week, the event and the excellent opportunities it affords for bona fide promotion of the industry will be brought to the doorstep of every business man interested in perpetuating a healthy and stable market for the private housing industry. This is a powerful, dignified and effective manner for all segments of the industry to parade accomplishments before the public annually.

REPRESENTATIVES of 11 Ohio NAHB chapters witness Gov. Frank J. Lausche sign National Home Week Proclamation for the State of Ohio

PUBLIC demonstrations of new homes equipped with modern conveniences attract thousands of interested American families. Throngs like the one pictured are common during National Home Week

Prefabricated Housing *Today*

Shake-out which followed Wyatt's government fiasco in factory house production is about over. Industry stabilizing on product, prices, distribution and increasing volume

THERE are about 60 well-established firms in all parts of the United States producing prefabricated houses today. This is about the same number that were in continuous operation last year. Several firms discontinued production in 1949; these were, principally, firms which entered the field under the stimulus of the Wyatt program of government-guaranteed markets and loans.

One of the lingering problems confronting the industry since the conclusion of World War II has been that of overcoming the unfavorable publicity which resulted from the unsuccessful efforts of the government to spur the production of factory-made houses under the Veterans Emergency Housing Program. Reports of an extremely high mortality rate in the ranks of prefabricators, and the fact that prefabrication could not fulfill the rash promises made for it, have caused critics of prefabrication to intone a dirge over the industry.

In 1946, priority assistance on materials, guaranteed market contracts and government loans were made available for the production of prefabricated homes, especially as an inducement to attract new companies into the field. The housing expediter declared that in a period of two years the industry would undergo the expansion which would require ten years under normal conditions.

Only in recent months has the industry neared the conclusion of the protracted postwar shake-out which ensued. Those companies remaining in business include primarily the old-line prefabricators of which a number got their start before or during the war, and a small group of newcomers. Except for three of the companies reported in business now, all produce houses of frame construction. Almost without exception they are firms which have started out on a modest basis. Their homes do not differ radically in appearance or design from conventional-type dwellings.

Despite the cries of the critics, the industry believes that the shake-out has been healthful. It has eliminated the unsound ventures and some fly-by-night operators who made flimsily constructed houses which tended to turn the public and builders against all factory-made homes.

As to the glowing promises which prefabricators have not been able to fulfill, industry leaders point out that they were made by over-enthusiastic proponents of prefabrication who sought revolutionary results which could have been attained only by readjusting overnight the whole building industry to attain a Utopian setting for prefabrication. That this has not happened has tended to obscure the fact that steady progress is being made by the soundly organized firms which are gradually expanding their operations.

Prefabrication, which has been called a term that means many things to many different persons, is gradually becoming more sharply defined. According to Hart Anderson of Minneapolis, Minn., president of the Prefabricated Home Manufacturers' Institute, prefabrication is the "factory production of units entering into the assembly and erection of homes." A prefabricated home, he emphasizes, "is not a different or special product—it is merely a home produced by modern line production methods."

A survey of the industry disclosed that virtually all of the companies now in operation are producing panels of varying but standardized sizes for the walls, partitions and ceilings of their houses. Some of the firms also prefabricate floor and roof panels. Those who do not prefabricate floor and roof panels, precut materials for these parts of the dwelling. It is customary for the manufacturer to include in his package the correct amounts of items, such as shingles and roofing, required to complete the home on the building site. As a general rule, the prefabricator furnishes all materials necessary to erect and complete his houses except masonry, plumbing, electrical items and painting. One manufacturer, for example, advertises that his houses are shipped 83 per cent complete.

Thus far a limited distribution program has been one of the chief factors holding back a larger production of prefabricated homes. Manufacturers have tried various methods of marketing their homes such as direct sales to the consumer, through department stores, and by selling them to retail lumber dealers and local home builders. A few maintained their own crews and erected and sold the completed dwellings themselves. The trend since the war has been to sell the "packaged" houses to local home builders, who are the principal outlet for the industry's product today.

Recently many of the companies have been expanding their distribution. According to a recent industry estimate, nearly 3,000 builders in the United States are now erecting prefabricated houses. This number is expected to increase substantially this

The *American Builder* is indebted to the Prefabricated Home Manufacturers' Institute for its cooperation in the preparation of this material about prefabricated houses and the present status of the industry. Obviously space would not permit publication of every prefabricated house now on the market. There are many others, not shown here, that are being produced in volume for national consumption.

year. One of the largest manufacturers of prefabricated houses reports that it has 150 active dealers in 12 different states. About 10 companies now have regional distribution. Most of the smaller companies generally sell their houses to builder-dealers set up within a 100 to 300 mile radius of their plants.

Builder-dealers handle the erection, completion and sale of the house to the home buyer. Some of the manufacturers offer the dealer an exclusive franchise for a certain area while others do not limit their sales to any one dealer in a town. Some of the manufacturers require that their dealers sell the homes under the trade name of the producer. In these instances the builder's sales efforts may be supported by the prefabricator's advertising program. In many cases, however, the builder uses the factory-made housing in building his homes and then sells them under his own name. The builder nearly always determines the sales price of the homes.

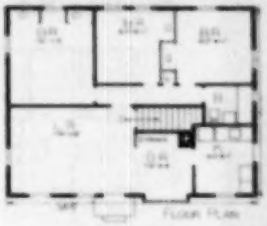
Shipments of prefabricated houses in 1949 followed the general home building pattern. As in the case of all new housing starts, shipments during the first four months of the year fell below those for the corresponding period of 1948. However, they rose sharply during the remaining months of the year and new records were established for these months. Estimates for 1949 indicate the industry sold 35,000 homes—an increase of 17 per cent over 1948.

Most of the established manufacturers expect to increase their production substantially in 1950 as the result of a continuing strong demand for their product. For the first time since the war, the plants of some of the companies reached capacity operation during the latter part of 1949. A sizable backlog of new orders for their homes is assurance that production will continue at a high level during the first part of this year. In fact, several firms have increased their business to the point where they no longer have sufficient plant capacity to handle it and plans are being made to open a second factory this spring. The Prefabricated Home Manufacturers' Institute, trade association of the industry, estimates that sales of prefabricated homes will reach the 50,000 mark this year provided the general market for residential construction remains favorable.

A big reason for optimism in the industry is the performance in recent months of builders who have turned to erecting factory-made housing as one means of meeting the demand for lower-priced dwellings. Virtually all

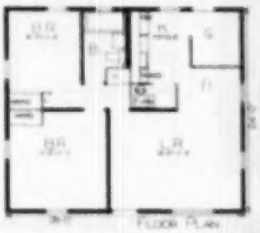
(*Continued on page* 148)

American Houses, Inc., New York, N.Y.



Floor area—884 square feet.
Erected on basement foundation
Exterior wall—double course wood shingles.
Interior wall—½-inch gypsum board, taped joints, painted or papered, bath walls and floor, ceramic tile.
Insulation—1-inch blanket fiber glass in wall; 2-inch in ceiling.
Flooring—oak.
Equipment—plumbing fixtures; hot water heater; oil-fired forced circulating hot water heat; electric range, kitchen cabinets; septic tank. Basement ceiling finished with ½-inch gypsum board and basement bulk head is furnished. Lawn seeded.
Selling price, erected, without lot, in Ridgewood, N. J.—$9,000.

W. G. Best Factory Built Homes, Inc., Peoria, Ill.

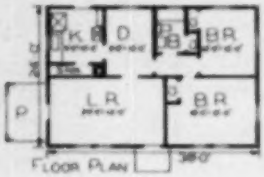


Floor area—672 square feet.
Erected on concrete slab.
Exterior wall—Double-coursed red cedar shingles.
Interior wall—Upson panels.
Insulation—1-inch cotton blanket in sidewalls; 2 inches cotton blanket in ceiling.
Flooring—asphalt tile with cove base mould.
Equipment—Plumbing fixtures; 20-gallon gas-fired hot water heater; kitchen cabinets; oil-fired furnace; wardrobe closets; window screens; aluminum thresholds and weather-stripped doors and windows.
Selling price, erected, without lot, in Peoria, Ill.—$5,995.

Capital Prefabricators, Inc., Tyler, Texas

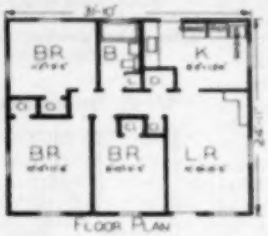
Floor area—922 square feet.
Erected on foundation with crawl space under floor.
Exterior wall—asbestos shingles.
Interior wall—½-inch gypsum board; tile on bath walls.
Insulation—15-lb. felt in walls; 4 inches mineral wool in ceiling.
Flooring—oak. Linoleum in kitchen. Tile in bath.
Equipment—plumbing fixtures, including shower; 30-gallon hot water heater; 50,000 B.T.U. floor furnace; 10,000 B.T.U. bath wall heater; kitchen cabinets; wardrobe closets; landscaping, lawn.
Selling price, erected, without lot, in Ardmore, Okla.—$7,600.

Charlotte Lumber & Manufacturing Co., Charlotte, N.C.



Floor area—864 square feet.
Erected on foundation with crawl space under floor.
Exterior wall—Wood siding, shingles or asbestos shingles.
Interior wall—½-inch gypsum board.
Insulation—4 inches mineral wool in ceiling.
Flooring—oak.
Equipment—plumbing fixtures; floor furnace; 30-gallon electric water heater; kitchen cabinets.
Selling price, erected, without lot, in Charlotte, N.C.—$6,950.

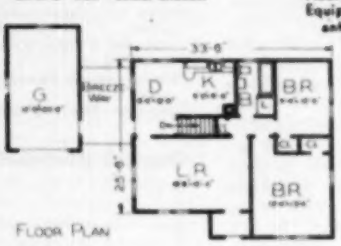
Crawford Corporation, Baton Rouge, La.

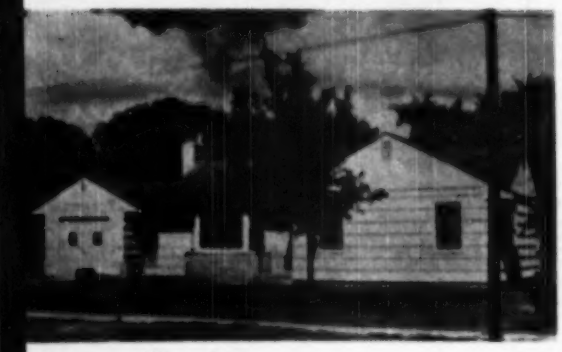


Floor area—754 square feet.
Erected on concrete slab.
Exterior wall—wood siding or asbestos cement.
Interior wall—gypsum board, painted or papered.
Insulation—aluminum-coated paper.
Flooring—asphalt tile. Hardwood at additional cost.
Equipment—plumbing fixtures; 20-gallon gas-fired hot water heater; kitchen cabinets; 50,000 B.T.U. input gas-fired circulating furnace.
Selling price, erected, without lot, in Baton Rouge, La.—$5,950

Ivan R. Ford, Inc., McDonough, N.Y.

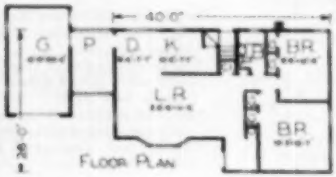
Floor area—848 square feet.
Erected on foundation with basement.
Exterior wall—cedar shakes.
Interior wall—papered.
Insulation—2-inch cotton blanket in walls and ceiling.
Flooring—hardwood.
Equipment—plumbing fixtures; radiant glass heating; kitchen cabinets; large linen closet, drawers and shelves.
Unfinished attic can be made into additional living quarters; garage and breezeway included in base price.
Selling price, erected, without lot, in Norwich, Conn.—$9,600.





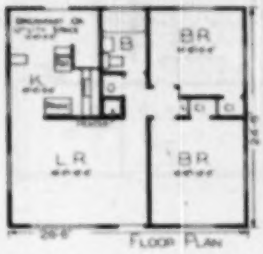
GBH-Way Homes, Inc., Walnut, Ill.

Floor area—1,268 square feet.
Erected on conventional foundation with full basement.
Exterior wall—⅝-inch butt 18-inch machine processed shakes.
Interior wall—⅜-inch gypsum board, recessed edge.
Insulation—½-inch insulating board sheathing and reflective insulation in sidewalls; cotton blanket with vapor barrier in ceiling.
Flooring—25/32 EMYP.
Equipment—All plumbing fixtures; oil-fired forced warm air furnace; kitchen cabinets.
Selling price, erected, without lot, in Pale, Ill.—$9,850.



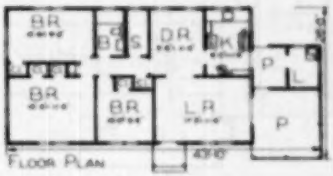
General Industries, Inc., Fort Wayne, Ind.

Floor area—650 square feet.
Erected on concrete slab.
Exterior wall—asbestos shingles.
Interior wall—wallpaper over plywood.
Insulation—envelope type 1-inch cotton blanket with asphalt-backed vapor barrier one side, kraft paper other side in walls; enclosed type reflective 1-inch cotton blanket both sides with asphalt-backed vapor barrier one side in ceilings.
Flooring—asphalt tile.
Portion of attic floored for storage area. Pull-down stairway installed.
Equipment—kitchen cabinets; one drop-leaf kitchen table; plumbing fixtures; water heater; warm air furnace.
Selling price, erected, without lot, in Fort Wayne, Ind.—$5,800.



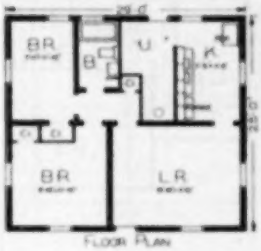
The Green Lumber Co., Laurel, Miss.

Floor area—1,296 square feet.
Erected on foundation with crawl space under floor.
Exterior wall—wood siding or asbestos cement shingles.
Interior wall—plywood or gypsum board.
Insulation—1-inch Fiberglas in walls; 2-inch Fiberglas in ceiling.
Flooring—oak.
Equipment—plumbing fixtures; furnace; kitchen cabinets.
Selling price, erected, without lot, in Laurel, Miss.—$9,000.



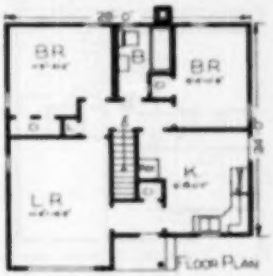
Gunnison Homes, Inc., New Albany, Ind.

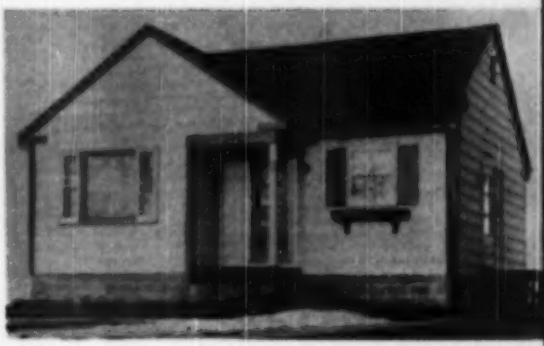
Floor area—672 square feet.
Erected on concrete slab.
Exterior wall—exterior grade plywood with plastic-impregnated fibrous sheet on weather side.
Interior wall—plywood, sealed and lacquered natural wood finish.
Insulation—mineral wool in walls; cellulose blanket in ceiling.
Flooring—oak or parquet, optional with purchaser.
Equipment—plumbing fixtures (optional with local dealer); 20-gallon hot water heater; kitchen cabinets; oil or gas-fired forced warm air furnace.
Selling price, erected, without lot, in New Albany, Ind.—$5,400.



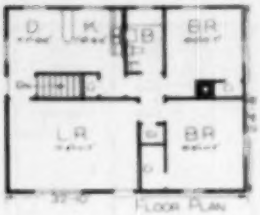
The Halliday Co., Ltd., Burlington, Ont., Canada

Floor area—720 square feet.
Erected on foundation with basement.
Exterior wall—asbestos siding shingles.
Interior wall—plastered.
Insulation—2 inches fiber glass in walls and 3 inches in ceiling.
Flooring—oak except asphalt tile in kitchen and bathroom.
Equipment—kitchen cabinets, furnace, hot water heater.
Selling price, erected, without lot, in Burlington, Ont.—$5,500.

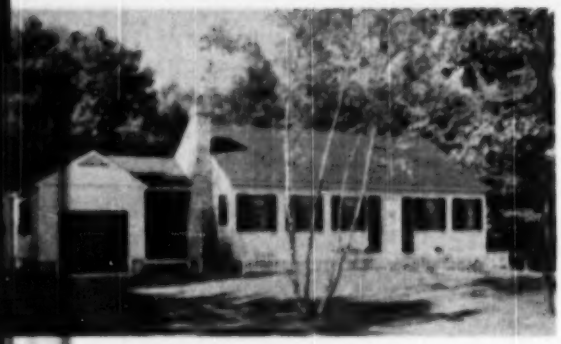




Harnischfeger Corp., Pt. Washington, Wis.



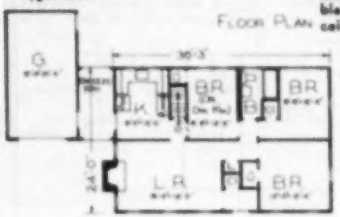
Floor area—768 square feet.
Erected on foundation with basement.
Exterior wall—cedar sidewall shingles.
Interior wall—Upson panels.
Insulation—aluminum foil in walls; 2-inch fiber glass in ceiling.
Flooring—asphalt tile.
Equipment—kitchen cabinets; gravity furnace; hot water heater; plumbing fixtures; landscaping and walks.
Selling price, erected, without lot, in Rochelle, Ill.—$8,500.



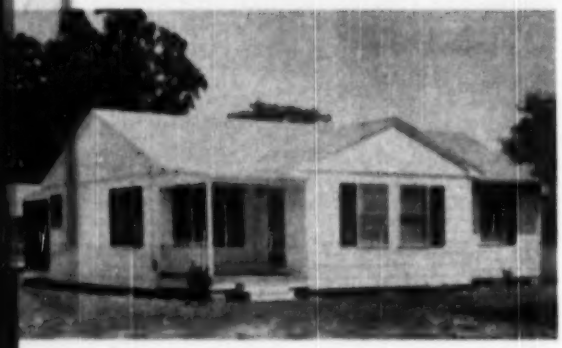
E. F. Hodgson Co., Inc., Boston, Mass.

Floor area—864 square feet.
Erected on foundation with basement.
Exterior wall—bevel cedar siding, 1/2x8-inch.
Interior wall—1/2-inch rigid insulation board.
Insulation—1/2-inch insulating board and aluminum foil in walls; 1/2-inch insulating board and one inch blanket with reflective surface in ceiling.

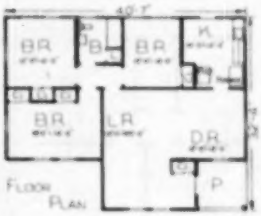
FLOOR PLAN



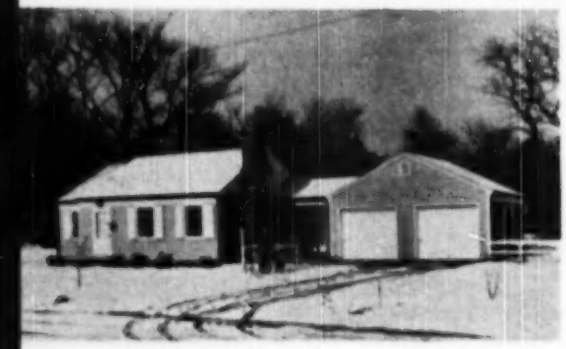
Flooring—V. G. Douglas fir. Oak floors at additional cost.
Equipment—kitchen cabinets furnace; plumbing fixtures.
Selling price, erected, without lot, in Dover, Mass.—$10,809.



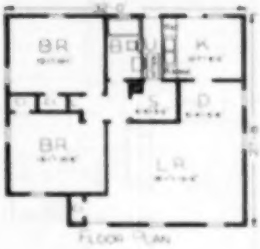
Houston Ready-Cut House Co., Houston, Texas.



Floor area—1,104 square feet.
Erected on concrete piers.
Exterior wall—asbestos shingles.
Interior wall—Fir plywood.
Insulation—4 inches cotton in ceiling.
Flooring—prefinished hardwood.
Equipment—plumbing fixtures; 20-gallon hot water heater; 42-inch attic fan.
Selling price, erected, without lot, in Liberty, Texas—$8,483.



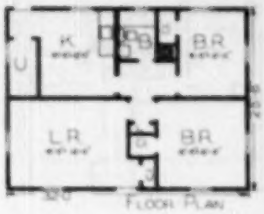
Johnson Quality Homes, Inc., Brooklyn, N.Y.

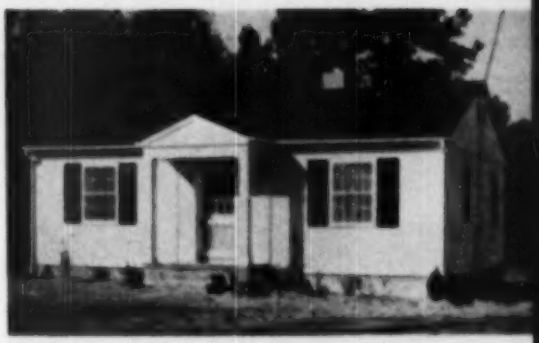


Floor area—896 square feet.
Erected on foundation with basement.
Exterior wall—cedar shingles.
Interior wall—lath and plaster, papered.
Insulation—1/2-inch rigid insulation in walls; 2-inch cotton insulation in ceiling.
Flooring—oak.
Equipment—furnace, plumbing fixtures; kitchen cabinets; fireplace; hot water heater.
Selling price, erected, without lot, in Fairfield, Conn.—$13,000. This includes breezeway and 22x22-foot garage shown in photo.

Knox Corporation, Thomson, Ga.

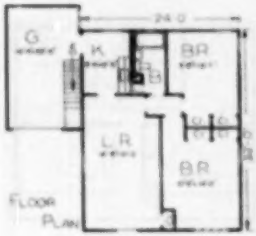
Floor area—800 square feet.
Erected on foundation with crawl space.
Exterior wall—wood siding. Also furnished with asbestos siding, wood shingles or brick veneer.
Interior wall—gypsum board, papered.
Insulation—2-inch cotton batts in ceiling.
Flooring—oak.
Equipment—plumbing fixtures, all-fired floor furnace; kitchen cabinets.
Selling price, erected, without lot, in Thomson, Ga.—$5,450.





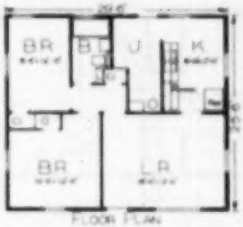
Midwest Housing Corp., Janesville, Wis.

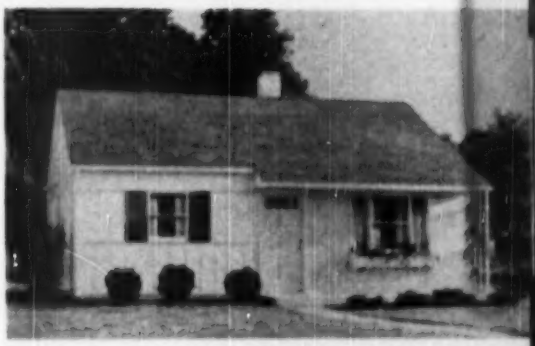
Floor area—768 square feet, plus garage.
Erected on foundation with basement.
Exterior wall—10-inch bevel siding and cedar shingles.
Interior wall—dry wall.
Insulation—aluminum foil in walls; mineral wool in ceiling.
Flooring—oak, linoleum.
Equipment—plumbing fixtures; kitchen cabinets; water heater; furnace; water softener.
Selling price, erected, without lot, in Janesville, Wis.—$7,900.



National Homes Corp., Lafayette, Ind.

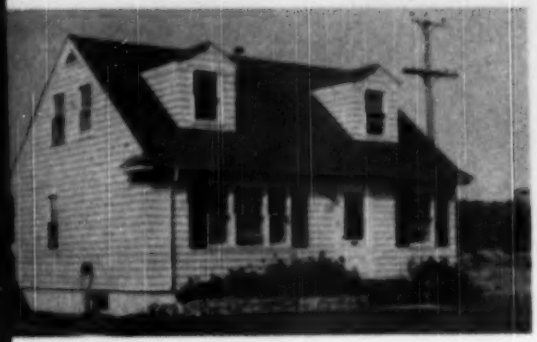
Floor area—720 square feet.
Erected on concrete slab. May also be erected on foundation with crawl space.
Exterior wall—plastic-coated exterior-type plywood. Wood siding or shingles also available.
Interior wall—Upson board.
Insulation—1-inch cotton batts in walls; 2-inch cotton batts in ceiling.
Flooring—asphalt tile. Prefinished oak used when not on slab.
Equipment—plumbing fixtures; wall furnace; kitchen cabinets.
Selling price, erected, without lot, in Lafayette, Ind.—$5,100.



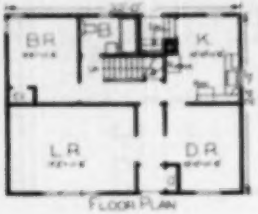


Nichols & Cox Lumber Co., Grand Rapids, Mich.

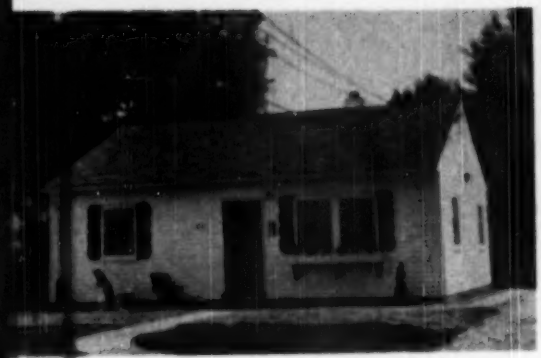
Floor area—884 square feet.
Erected on foundation with basement.
Exterior wall—1/128-inch bevel siding.
Interior wall—plastered.
Insulation—1/2-inch coated insulating board sheathing in walls; mineral wool batts in ceiling.
Flooring—oak.
Equipment—plumbing fixtures; kitchen cabinets; gas-fired forced warm air furnace.
Second floor, unfinished, suitable for additional rooms.
Selling price, erected, without lot in Lansing, Mich.—$10,500, including garage.



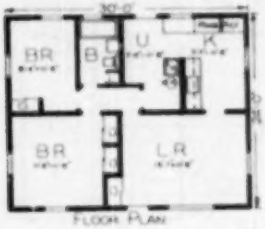
North American Buildings, Ltd., Winnipeg, Can.



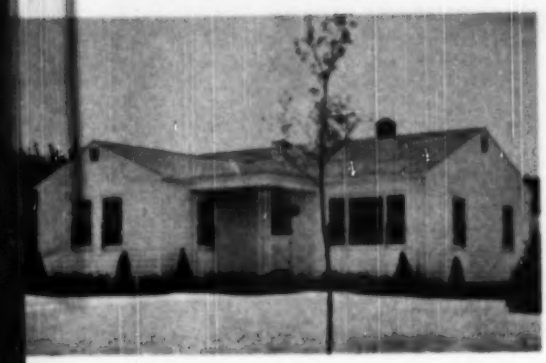
Floor area—1,600 square feet.
Erected on foundation with basement.
Exterior wall—$\frac{3}{16}$x10-inch bevel cedar siding.
Interior wall—seamless plywood.
Insulation—2-inch mineral wool batts in walls, and ceiling.
Flooring—oak.
Equipment—plumbing fixtures; kitchen cabinets; hot water heater; gravity warm air furnace.
Second floor, unfinished, suitable for additional rooms.
Selling price, erected, without lot, in Winnipeg—$8,606.



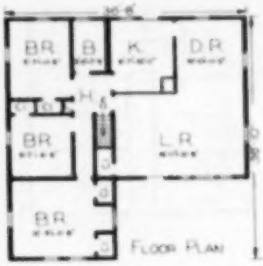
Page & Hill Homes, Inc., Shakopee, Minn.



Floor area—720 square feet.
Erected on concrete slab.
Exterior wall—$\frac{1}{2}$ x 6-inch bevel siding.
Interior wall—Upson panels.
Insulation—aluminum foil in walls; 2-inch cotton blanket in ceiling, with vapor barrier.
Flooring—asphalt tile.
Equipment—kitchen cabinets; plumbing fixtures; forced warm air furnace; storage wall closets with sliding doors; storm windows, screens, combination doors; stoops, walk, driveway and finish grade.
Selling price, erected, without lot, in Des Moines, Iowa—$8,900.

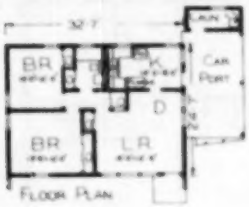


Pease Woodwork Co., Cincinnati, Ohio



Floor area—1,084 square feet.
Erected on foundation with basement.
Exterior wall—$\frac{1}{2}$x8-inch bevel siding.
Interior wall—gypsum board.
Insulation—reflective in walls; mineral wool batts in ceiling.
Flooring—oak.
Equipment—furnace, optional; hot water heater; plumbing fixtures; kitchen cabinets.
Selling price, erected, without lot in Hamilton, Ohio—$8,800.

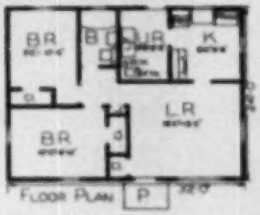
Precision-Panel Homes, Inc., Stockton, Calif.

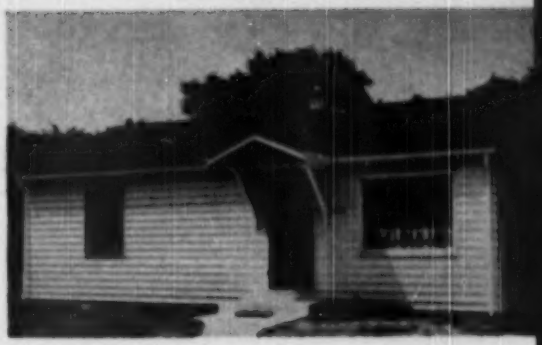


Floor area—801 square feet.
Erected on concrete slab.
Exterior wall—V-rustic redwood in front; exterior plywood strips with redwood battens on other walls; redwood on gable ends.
Interior wall—gypsum board, decorated to purchaser's order.
Insulation—2-inch mineral wool batts in walls; 4-inch batts in ceiling.
Flooring—asphalt tile.
Equipment—plumbing fixtures; kitchen cabinets; hot water heater; circulating wall-type warm air heater, sliding doors on all closets.
Selling price, erected, without lot, in Stockton, Calif.—$6,737.

Quality Homes, Inc., Joliet, Ill.

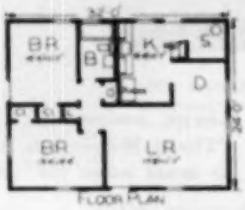
Floor area—768 square feet.
Erected on foundation with crawl space.
Exterior wall—½x8-inch bevel siding.
Interior wall—Upson board.
Insulation—1-inch cellulose in walls; 2-inch fiber glass in ceiling; 2-inch fiber glass in floor.
Flooring—oak.
Equipment—plumbing fixtures; oil-fired forced warm air furnace; kitchen cabinets.
Selling price, erected, without lot, in Hinsdale, Ill.—$8,500.

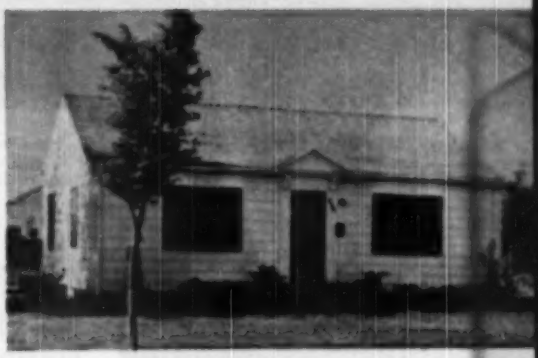




Southern Mill & Manufacturing Co., Tulsa, Okla.

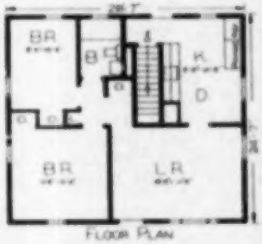
Floor area—768 square feet.
Erected on foundation with crawl space.
Exterior wall—asbestos shingles.
Interior wall—gypsum board.
Insulation—2-inch mineral wool in walls; 4-inch mineral wool in ceiling.
Flooring—oak. Linoleum in kitchen and bath.
Equipment—plumbing fixtures; hot water heater; floor furnace; kitchen cabinets.
Selling price, erected, without lot, in Brownfield, Texas—$5,800.





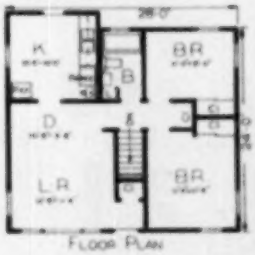
The Thyer Manufacturing Corp., Toledo, Ohio

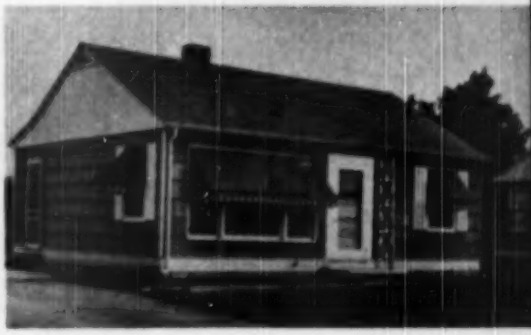
Floor area—703 square feet.
Erected on foundation with basement.
Exterior wall—Red cedar shingles.
Interior wall—gypsum board, painted.
Insulation—mineral wool in walls and ceiling.
Flooring—oak.
Equipment—plumbing fixtures, kitchen cabinets, forced warm air furnace; hot water heater, built-in china cabinet; wardrobe closets.
Selling price, erected, without lot, in Milwaukee, Wis.—$7,400.



Unit Structures, Inc., Peshtigo, Wis.

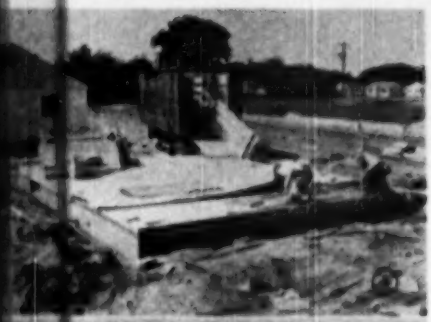
Floor area—672 square feet.
Erected on foundation with basement.
Exterior wall—cedar shingles.
Interior wall—dry wall, painted and papered.
Insulation—2-inch cotton batts in walls; 4-inch cotton batts in ceiling.
Flooring—birch.
Equipment—oil-fired forced warm air furnace; plumbing fixtures.
Selling price, erected, without lot, in Green Bay, Wis.—$6,550.

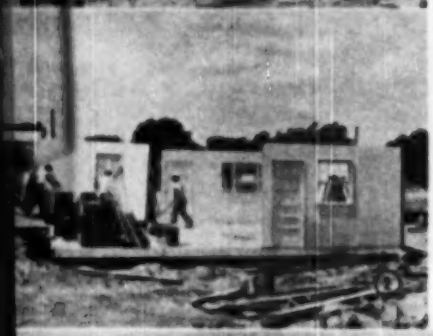




STREET of National Homes' prefabricated houses in Kessler Park subdivision, Indianapolis

Homes for the Thrifty





Large volume of prefabricator's "Thrift Homes" is erected rapidly to meet need for low-cost housing

SINCE March, 1949, an Indianapolis builder has completed two large housing projects, consisting of 900 "Thrift Homes," the low-cost models manufactured by the National Homes Corp. of Lafayette, Ind. Selling prices were $6,325 and $6,700 for two and three bedrooms.

The builder is Robert E. Bartlett, president of Kessler Homes, Inc., Indianapolis, dealer for National Homes. The first development, the 400-home Kessler Park subdivision in the city, six miles from the downtown business district, was completed around the first of the year; 500 additional homes were recently finished in Speedway City, Ind.

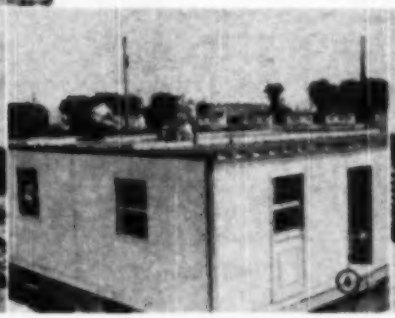
The Kessler Park project, for which Bartlett used the recommendations of the FHA Land Planning Division, consists of 80 acres divided into 400 lots (averaging 50 by 100 feet), with two-and-one-half acres reserved for a park and a public school. Frontage facing a trunk highway is reserved for commercial use.

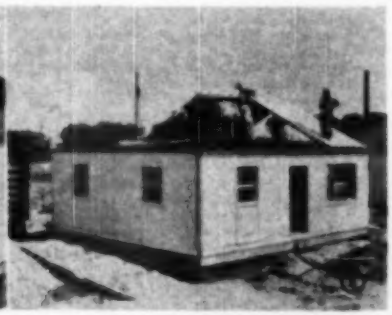
The development is well laid out, with double bituminous streets, roll curbs, gutters and public sidewalks. All utilities are installed. The builder furnishes for each house at least four shrubs, two trees and a minimum amount of grading.

For variation of appearance, buyers were offered a choice of 16 designs—eight each in the two-bedroom and three-bedroom sizes. Four color choices were available and variety was further achieved by skillful adaptation of houses to lots.

All of the houses are basementless and of frame construction. The two-bedroom models have over-all dimensions of 24-feet 7-inches by 28-feet 7-inches. Three-bedroom design is 32, 7 by 24, 7.

The National Homes Corp. sup-





R. E. BARTLETT

VIEW (right) shows well-planned land use in layout of streets

LEFT: Before Bartlett started to develop site in 1948, it was used as local airport.

plies all wall, ceiling and roof sections. Exterior and bearing walls are of 2x3-inch studs spaced 16 inches O.C., faced with 3/8-inch waterproof plywood. The interior is 3/8-inch waterproof, crackproof, joint-free laminated wood fiber, in lacquer finish, which can be papered or left in the natural finish.

Between the two wall coverings is 1-inch Cellulite insulation in batt form, with vapor seal placed nearest the warm side.

The interior partitions (non-bearing) are of 2x3-inch studs, spaced 16 inches O.C. with the same type of laminated wood fiber. In the ceiling construction 2x4's are spaced 16 inches O.C. and covered with 3/8-inch pre-decorated gypsum board, glued and nailed to the ceiling joists. Over the ceiling joists, after erection, two inches of Cellulite insulation is installed.

The roof sections are of 2x4-inch studs spaced 16 inches O.C. over which 5/16-inch Plyscord is glued and nailed. The sections are covered with 15-pound felt and 210-pound asphalt shingles.

All millwork, doors and windows are finished by the manufacturer, eliminating the need for decoration on the job site. Windows are double-hung. Screens, and weatherstripping are supplied for doors and windows and aluminum thresholds for doors.

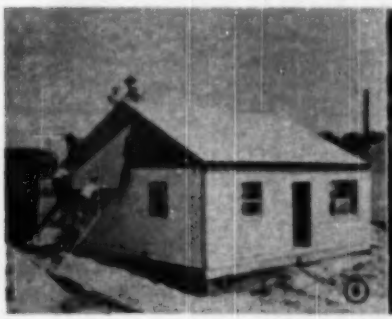
The foundation is conventionally built. An 8x16-inch concrete footing is used, six inches below frost line, on which concrete blocks are laid. Piers of the same construction are provided to support the girders over which 2-8-inch joists 16 inches O.C. are applied. Finish floor is laid directly over the joists which are insulated on the underside. Pre-finished Bruce oak flooring is used in living room and bedrooms; asphalt tile in kitchen and bath.

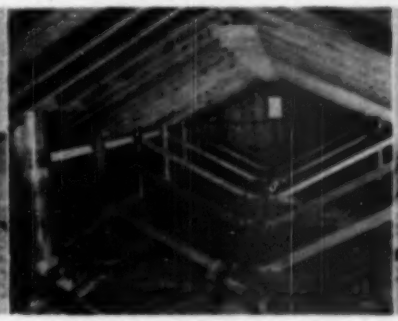
Heating system used in the Kessler Park homes is a Winkler wall furnace, manufactured by the U.S. Machine Co., Lebanon, Ind. It is part of the equipment furnished by the prefabricator. Dealer supplies Rheem gas-fired, 20-gallon water heaters.

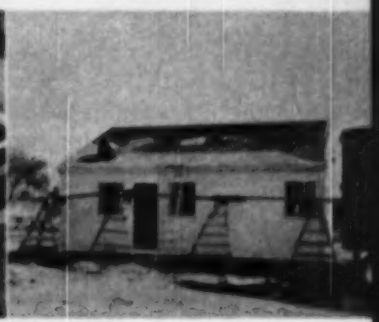
The base cabinet, sink, laundry tray, cabinets and shelves are manufactured by the Mullins Manufacturing Co. and furnished by the prefabricator. The dealer supplies all necessary plumbing, including tub, lavatory, and water closet. These are products of well-known manufacturers. Romex wiring is installed.

In the Kessler Park operation an

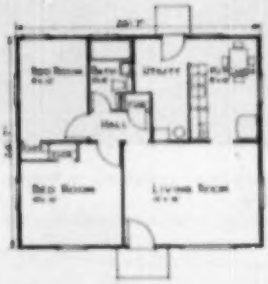
STEPS in erection of "Thrifty Home" by Kessler crew. (1) Floor panels are removed from truck and placed on foundation. (2) Wall panels, with windows and doors installed, go into place. (3) These men set wall panel in position. (4) After wall sections have been erected, ceiling joists are put in place. (5) Assembling roof panels. (6) Gable ends go into position. (7) Application of ceiling insulation. (8) Application of asphalt roofing shingles—one of few operations performed on the site

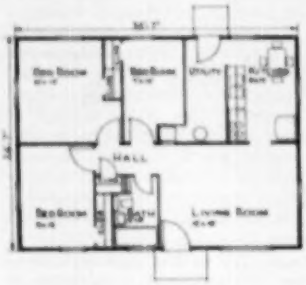






NATIONAL'S Cumberland design (left) has two bedrooms. Sutton model at right is three-bedroom home





DIMENSIONS of two-bedroom "Thrift Home" (upper floor plan) are 28 feet 7 inches by 24 feet. 7 inches. Lower plan: 3-bedroom model which is four feet wider

average of three houses was erected each working day. The "packaged" units were delivered daily—five days a week—at this rate. They reached the project each morning by truck from the factory 55 miles away.

Bartlett does most of the work with his own crews. He subcontracts for labor and materials in the construction of streets, sewers, sidewalks, curbs and gutters; for labor and materials in wiring; and for labor only for plumbing and block laying.

All of Bartlett's Kessler subdivision houses were sold as quickly as they were completed and the only sales promotion was an "open house." He uses brochures prepared by National Homes and also receives inquiries prompted by the manufacturer's advertisements in leading consumer magazines.

Financing of the homes was handled by the National Homes Acceptance Corp. An application for FHA commitments on the entire project was submitted to the FHA Indianapolis office where dual commitments were issued authorizing maximum loans of 85 per cent to builders and 95 per cent to owner-occupants.

A few loans were negotiated in the name of the builder but when advance sales mounted commitments were obtained in the name of the purchaser and loans closed in the latter's name. Construction advances were made to Kessler Homes in accordance with the National Homes Acceptance Corp. plan for National dealers.

There is an insured 25-year mortgage of $6,000 on each house, with the two-bedroom unit requiring a downpayment of $325 and the three-bedroom home, $700. Monthly payments, including insurance, taxes, interest and amortization, are $40.58.

In order to turn out 15 houses a week, Bartlett kept 30 foundations and 15 floor platforms ahead of his erection crew. This was accomplished by careful planning, co-ordination and close supervision. Each of his crews is highly trained in a particular operation and only one crew works on and in a house at one time. Power tools are used for machine grading, trenching and other places where they expedite work.

Before becoming a dealer for prefabricated homes, Bartlett had had no building or real estate experience. He had been engaged in direct sales and sales management and had done some work in financing. In his first year as a National Homes dealer, 1946, he erected 50 houses and the following year, 100. In 1948 this rate was increased to 150. These were National Homes' larger models, priced from $7,795 to $10,450.

OTHER variations of design are shown in two-bedroom model, left, and three-bedroom at right

Prefabricated Housing is Boon To Small Town Builder

VETERAN'S family is typical of purchasers of Page and Hill prefabricated homes erected by Harold J. Volz, Winner, S.D. Houses sold for $6,000, with FHA commitment for $6,000. Purchased under 20 year loans, down payments were $900, monthly "package" payments, $50.74. Right: Exterior of a "Budget Home"

HAROLD J. VOLZ (left), president of Volz, Inc., and Leo A. Dukman, firm contractor

THE ERECTION of homes from factory-fabricated panels solved for Builder Harold J. Volz of Winner, South Dakota, the problem of entering the small-town low-cost housing market in 1949.

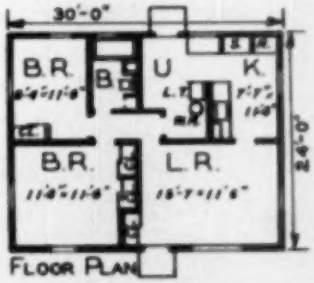
Winner is a county seat of approximately 3,500 population located 90 miles south of the state capital, Pierre. Volz, in the real estate, building, and abstract business, completed seven houses by conventional methods after the war in the $9,600 to $11,500 price range. He then stopped building because the demand for homes in this range had been satisfied; and although there still remained a big need for lower-priced homes, he felt that his method of operation could not profitably provide good quality for this market.

In May, 1949, Volz obtained the local agency for homes manufactured by Page and Hill Homes, Inc., of Shakopee, Minn. The Volz organization completed 16 homes in the next four months and plans an expanded building program for the 1950 season.

Volz attributed the success of the operation to the fact that his organization was able to produce good homes for around $6,000—a price that lower-income families could afford.

"Our customers are the clerk in the grocery store, the mechanic in the garage and the GI's who were paying high rents for unsatisfactory basement and attic apartments," Volz proudly declares. "We feel that we are definitely rendering a service to our local community as we are making it possible for these people to have their own homes."

Of the 16 homes sold last summer, 13 were Page and Hill's "Budget Homes," designed to take advantage of the financing under which the FHA insures 95 percent of the loan where the amount does not exceed $6,000. One-story dwellings with 720 square feet of floor area, these homes have two bedrooms, living room, kitchen with dining area, modern bath and utility room. They are built without basement. All rooms have two exposures and the space is carefully utilized for maximum livability. Storage space is provided in the utility room and in the attic. The remaining three houses were larger dwellings for families who could pay more.



FLOOR plan of two-bedroom house

Volz believes that by using factory-made housing he "is offering his buyers the best value that money can buy."

"As soon as the first house was erected, we could see immediately that this type of construction was of the best," he asserted. "Home prospects were definitely satisfied, the reason being that top-grade materials were used and the floor plans were inviting. There is no waste space and every nook and corner is utilized."

In addition to providing better homes, Volz said that by erecting prefabricated houses he has fewer "headaches"; that he can determine his costs more closely in advance of construction; and that he has been able to expand his operations with a minimum overhead because of the speedy erection of the houses. This increased volume of business yields a lower profit on each unit but a larger income for the year.

The Volz organization erects and makes the "Budget Homes" ready for occupancy in a period of only 10 days with a crew consisting of only a foreman and four laborers. The house is erected in one day. The Volz crew handles all other phases of construction, including plumbing and wiring.

(*Continued on page* 144)

AMERICAN BUILDER

Blueprint House

Number 39

Grainger, Thomas & Barr

REAR yard living is emphasized in this medium-size, all-frame house. Spiraled rake at gable ends adds interest

A HOUSE OF CONVENIENCE

By establishing the entrance as a hub, or focal point, all areas of the house become accessible with a minimum of effort

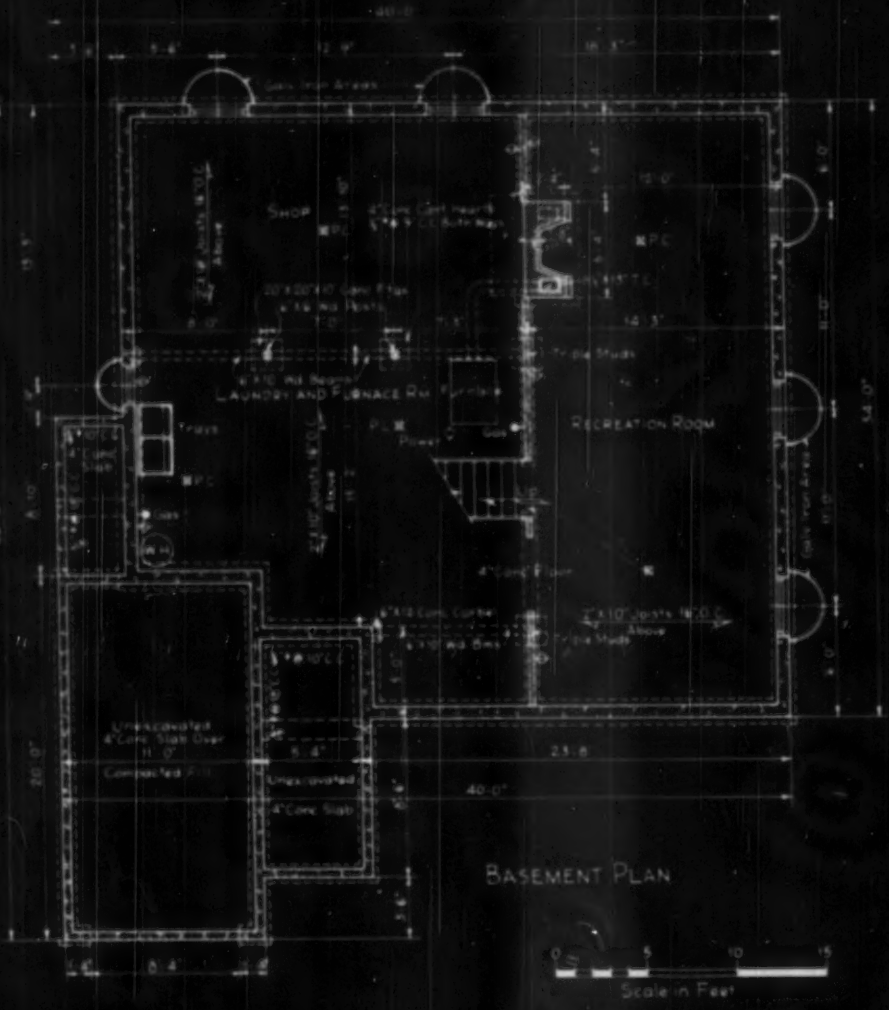
AN ANALYSIS of this month's blueprint house designed by Grainger, Thomas & Barr, architects, Seattle, Wash., revolves around the question of circulation. This becomes a matter of prime importance, for basically, a house becomes easy or difficult to live in, depending upon the relationship of one area to another.

The smaller the house the more important circulation becomes, for then there is a tendency to arrange the plan so that a major room may act as a traffic artery. This can be avoided by careful study of the plan, eliminating excessive halls, and establishing a central hub from which access to all rooms can be quickly obtained.

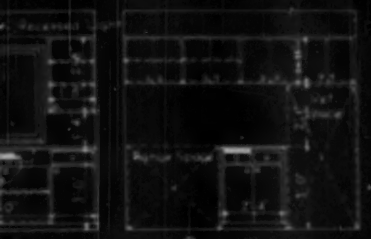
The plan of the current blueprint house is an example of good circulation. The central hub is the entry, and access to all rooms, including garage and basement, is easily obtained from this area.

This all frame house contains approximately 1200 square feet of living area, exclusive of the attached garage. Three bedrooms are clustered together on one side and front to form the quiet area, with living and dining room arranged for rear yard living. Kitchen and garage follow in sequence along the opposite side and front. A full basement is provided. Ample space is available for heating, laundering and recreational facilities in this area.

The design is a simple and straight-forward expression of the plan. Grouping of the high, hinged sash on the front wall of bedrooms, and the fixed sash and louvers of the living-dining space, adds a modern note to a somewhat traditional exterior treatment. The attached blueprint sheets cover in detail the various types of materials used.



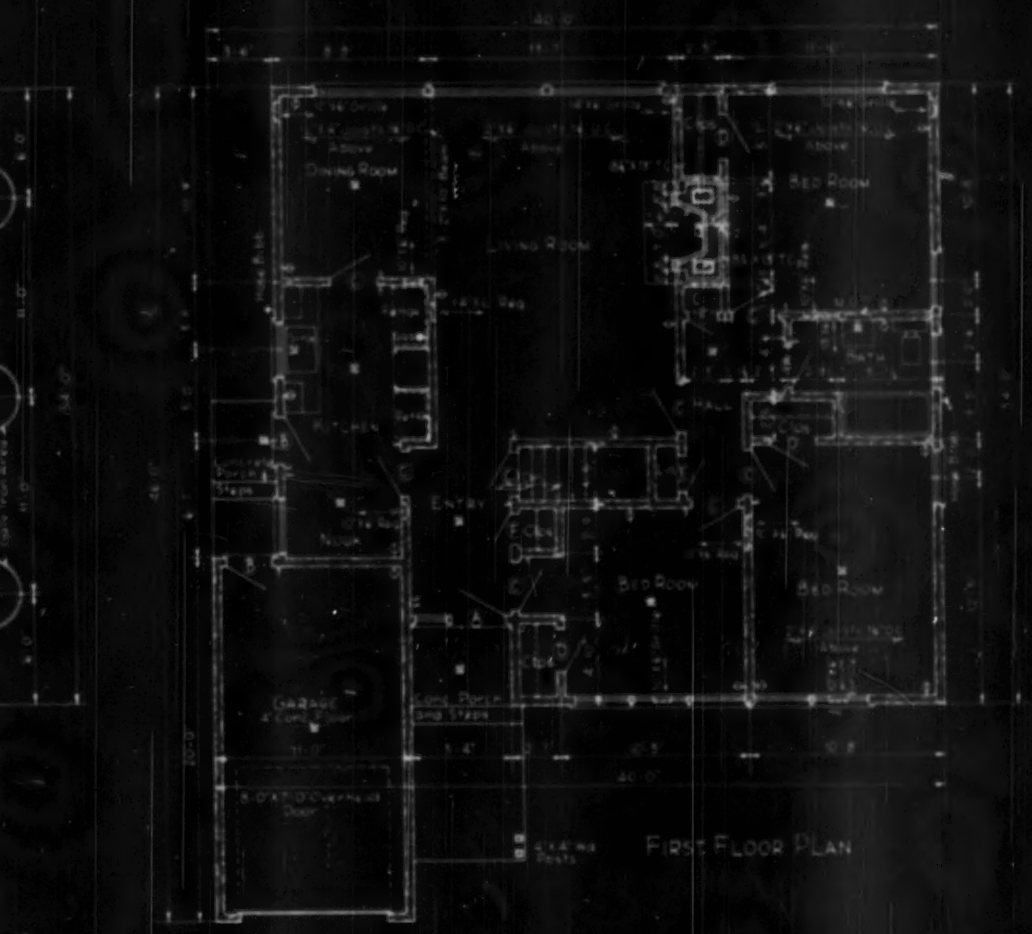
BASEMENT PLAN



Kitchen Elevations

Door Schedule				
Mark	Size	No.	Thickness	Material
A				
B				
C				Fuse Door
D				
E				
F				

Notes: In Kitchen, Nook, and Bath Room to have Linoleum floors.
All other rooms to have Oak floors.



First Floor Plan

Design No. A.B. 152

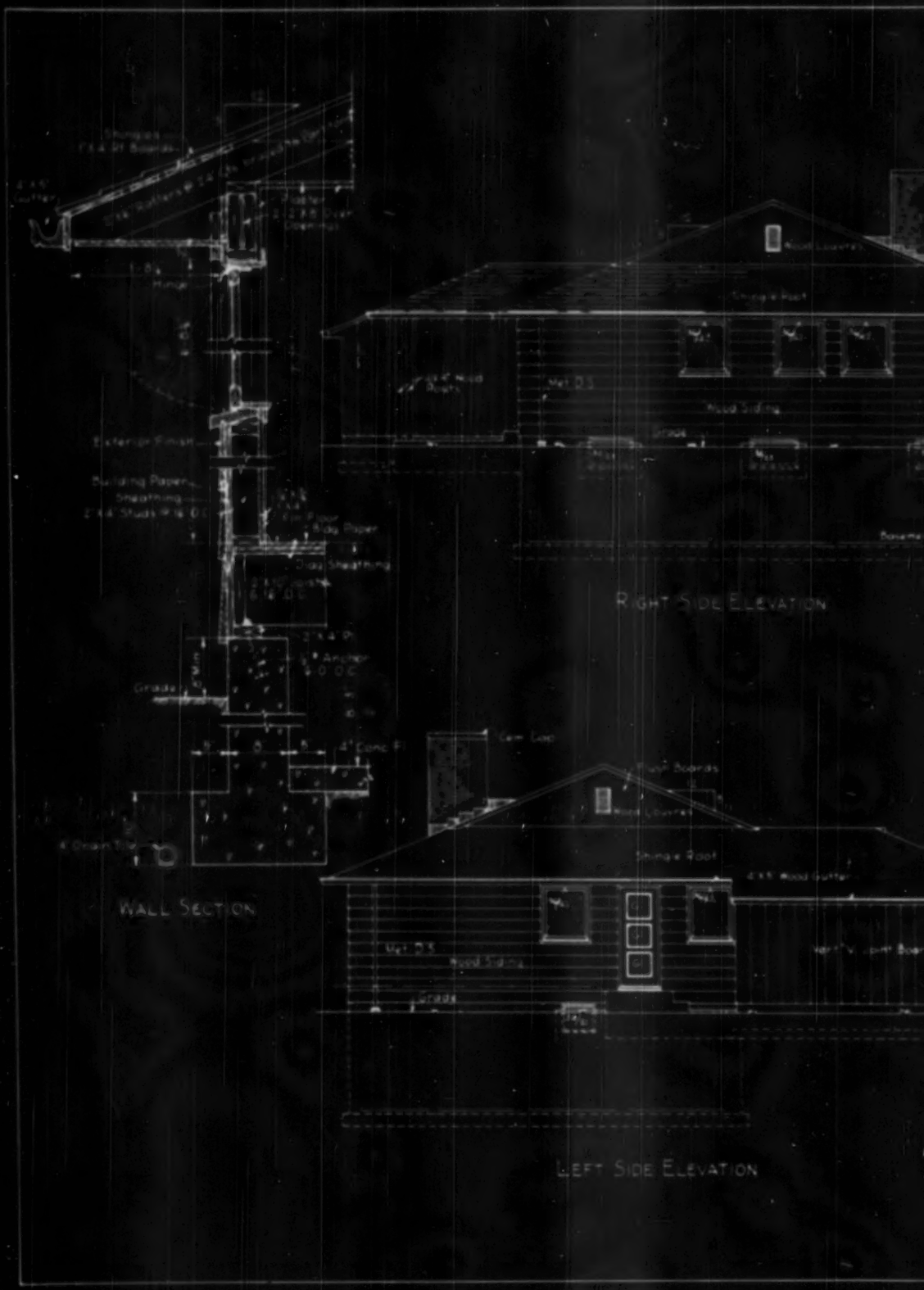
American Builder Blue Print Series

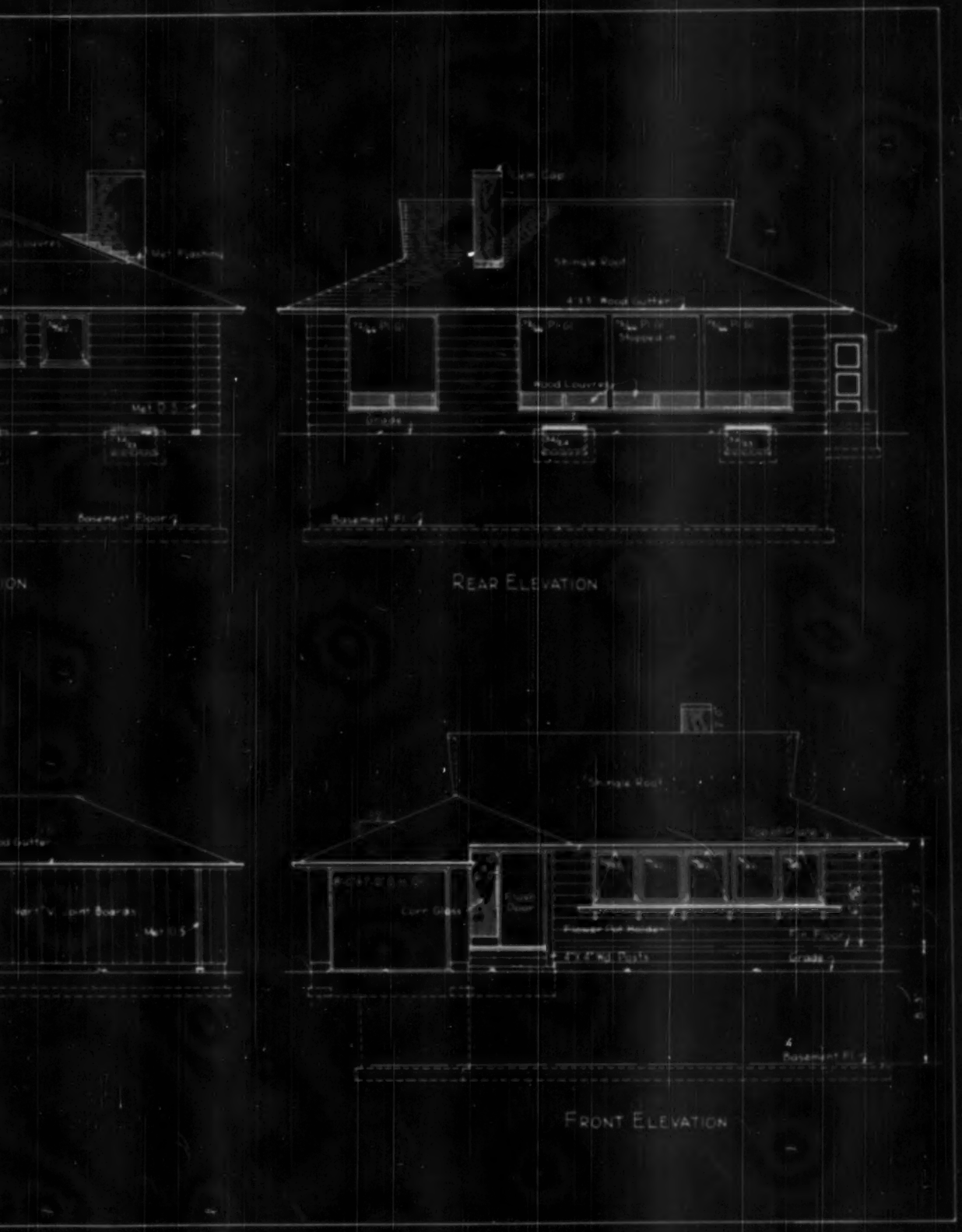
Designed By

Grainger, Thomas & Barr — Architects

Arcade Building — Seattle, Wash

Simmons Boardman Pub. Corp. 79 W. Monroe St. Chicago, Ill.


Shingles
1" x 4" Pl Boards
Hinge
Exterior Finish
Building Paper
Sheathing
2" x 4" Studs 16" O.C.
Rock Paper
Dry Sheathing
Anchor
Grade
4" Conc Fl
Wall Section
Wood Louvers
Shingle Roof
Wood Siding
Grade
Right Side Elevation
Floor Boards
Wood Louvers
Shingle Roof
4" x 5" Wood Gutter
Wood Siding
Grade
Left Side Elevation

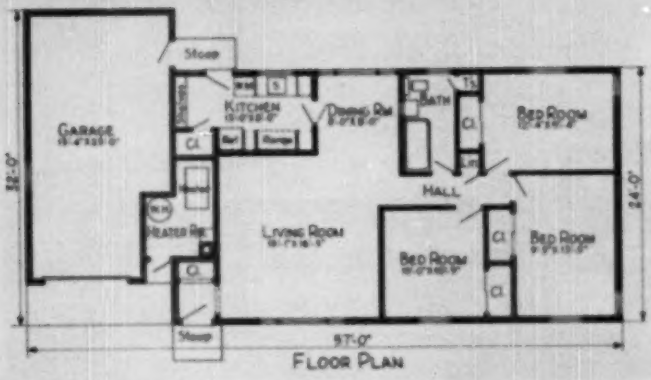

Shingle Roof
Wood Louvers
Grade
Basement Floor
Rear Elevation
Shingle Roof
Front Door
Grade
Basement Floor
Front Elevation

AMERICAN BUILDER
Selected Homes

MODEL home of modified colonial design in Baldpate development in suburban Boston. Modern ranch style homes will also be included in the project, which will be in the $13-15,000 range

Planned Community Preserves Old New England Traditions

ALL General Electric kitchen includes 8-cubic foot refrigerator, push-button range, dishwasher, Disposall, laundry unit, automatic broiler, exhaust fan, combination clock and door chime



FLOOR PLAN

Room arrangement is compact and straw is placed on ample storage and utility space

TWO model homes, the first of more than 224 to be built at Baldpate in the Oak Hill section of Newton, Mass., were recently opened to public inspection. In the first 15 days, 53 units were sold and thousands of Greater Bostonians had been attracted to visit the model homes.

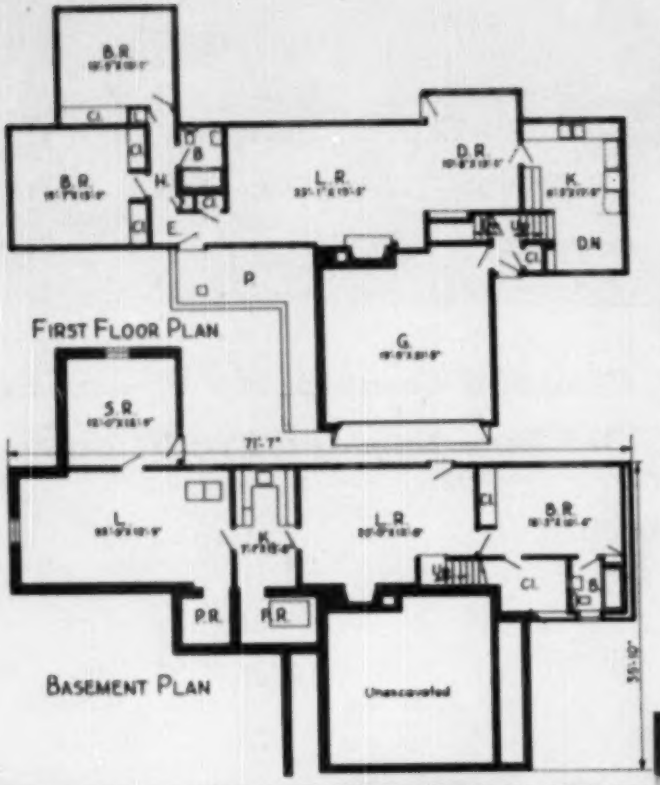
Arnold Hartmann, builder of these Baldpate homes, describes the new development as "a planned community preserving the old New England traditions." All homes will be modified Colonial or modern Ranch Style. They will occupy large seeded lots in the "Charles River Country Club section of the city." The development, located seven miles from downtown Boston in rural setting of natural scenic beauty, features the General Electric kitchen, fully equipped, over 65 electrical outlets with wiring certified adequate by the Electric Institute. G.E. air wall radiant heat and automatic water heater are other comforts and economy features.

Three bedrooms, large living room-dining room, ample closet and storage space, separate utility room, and attached garage are all features of these homes, designed to sell in the $12,000 to $13,000 price range.

Model home decoration was by the nationally-known Ottilier Heuer Crowley in cooperation with R. H. Whites of Boston.

AMERICAN BUILDER
Selected Homes

SITE DICTATES STYLE

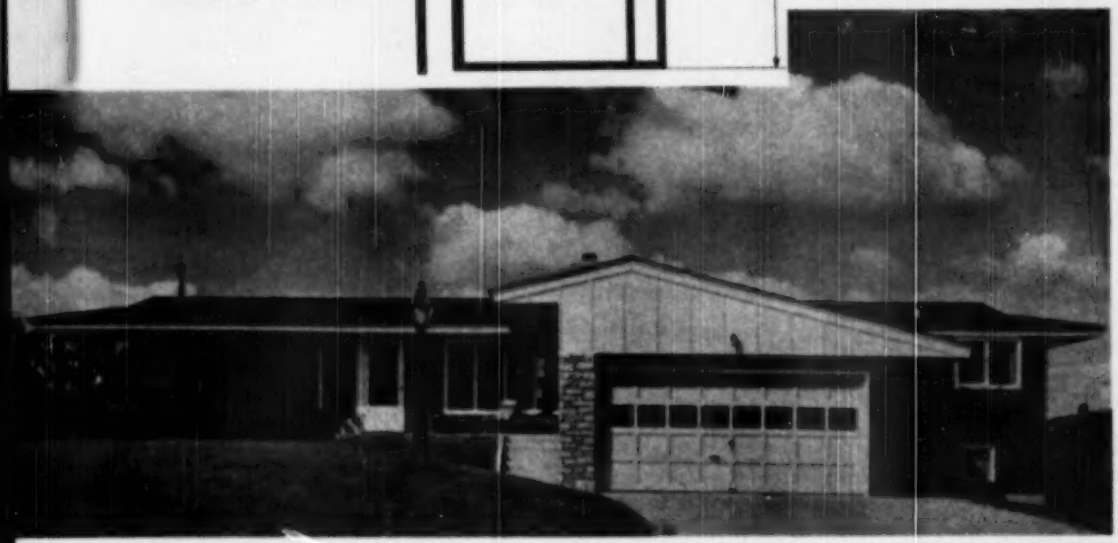


Close collaboration of architect and builder produces a group of custom built homes that meet the needs of exacting clients

GLENDALE addition, located on the outskirts of Minneapolis, Minn., is a rapidly growing community of fine homes. Each one is custom built and designed to conform to the requirements of individual owners.

This particular group of three homes was designed by Gerald W. Brandhorst, architect, and built by Enaco, Inc., whose president is Paul K. Enghauser. Both men are from Minneapolis.

The Glendale area consists of a series of small hills and valleys, with streets arranged to conform to the terrain. Plotted lots are extreme in width but of minimum



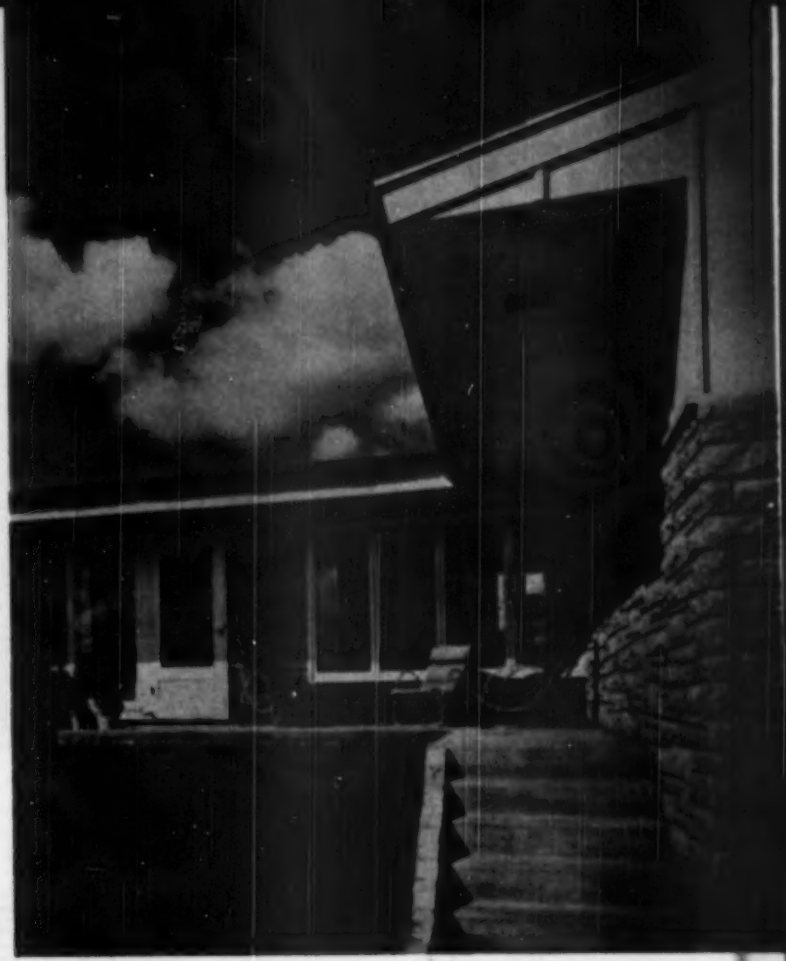
LOW, sweeping lines of house are adaptable to sloping terrain. Plans above show room-deep planning with double exposure for all rooms

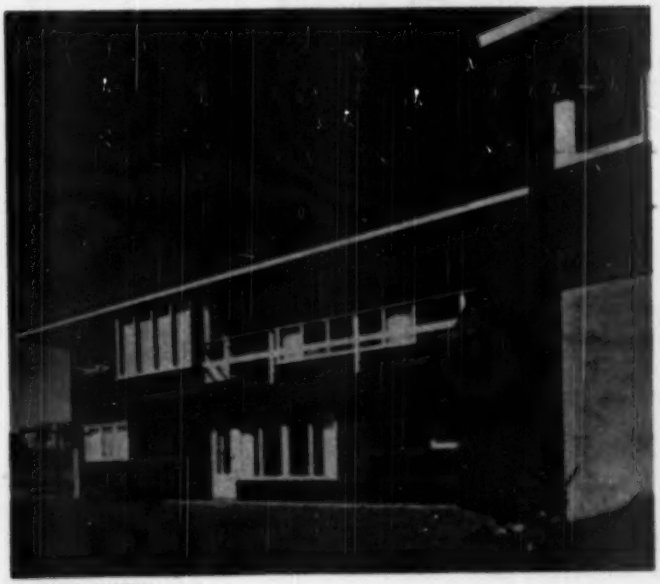
depth. This condition, along with the rolling topography, established the pattern of layout and design for all the homes.

The plans of the houses are similar. Rooms are arranged successively, forming a long rectangle. The entrance unit in each case acts as a hub, with the service area on one side and the living and quiet area on the other. The Sather house (pictured) is an example of one-room depth planning, with double and sometimes triple exposure in all rooms.

Construction costs range from $22,000 for the Sather home to $28,000. (Thoen house, page 105). All of homes are basically of frame construction above grade line, with a veneer of stone and brick used for a portion of the wall areas to effect a change in the exterior treatment. The exposed concrete block foundation above grade is covered with a heavy coat of cement finish.

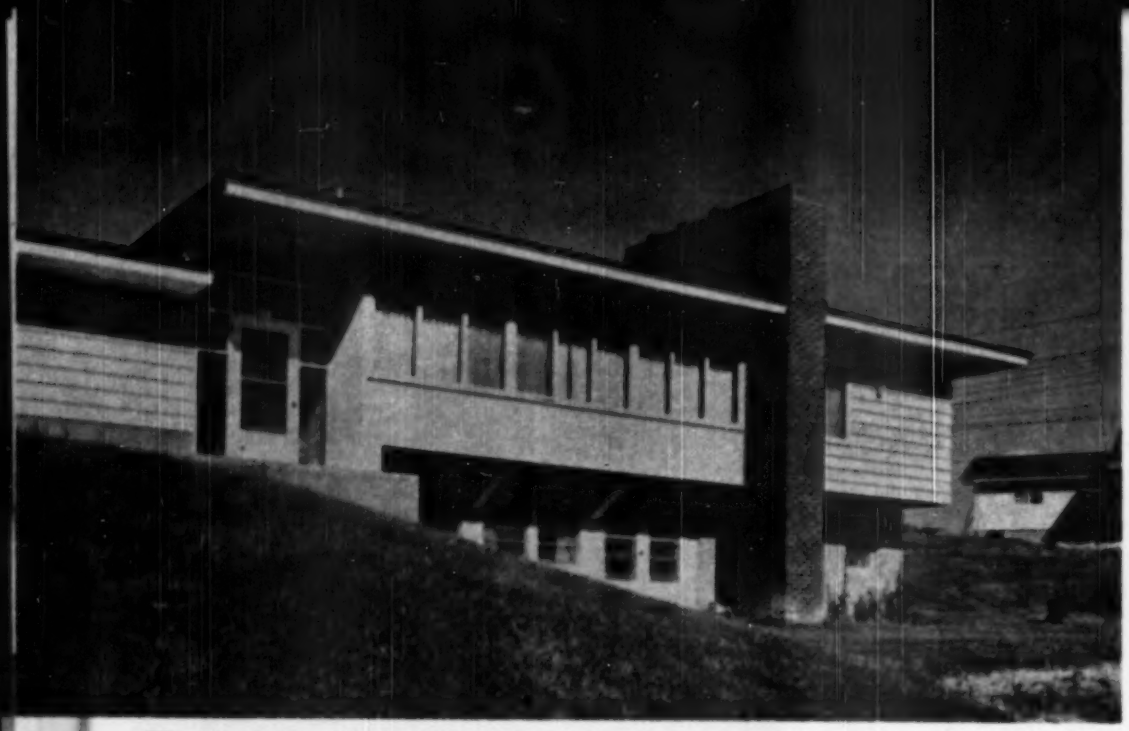
In addition to good drainage, a rolling site permits a great deal of latitude in house design and layout. In the case of these three houses full length windows are provided





ENTRANCE feature of residence for Mr. and Mrs. C. A. Sather. Infill of extended roof line of garage and house provides shelter for the approach to front door. Cedar siding is in contrast to the painted wood and stone wall of the house

BECAUSE of the sloping terrain, the rear of the Sather house has two stories. The lower floor is an apartment for owner's parents. Below, fireplace in living room



THE residence for Mr. and Mrs. Burr Markham is designed to conform to site requirements. Deep shadows are obtained by projections

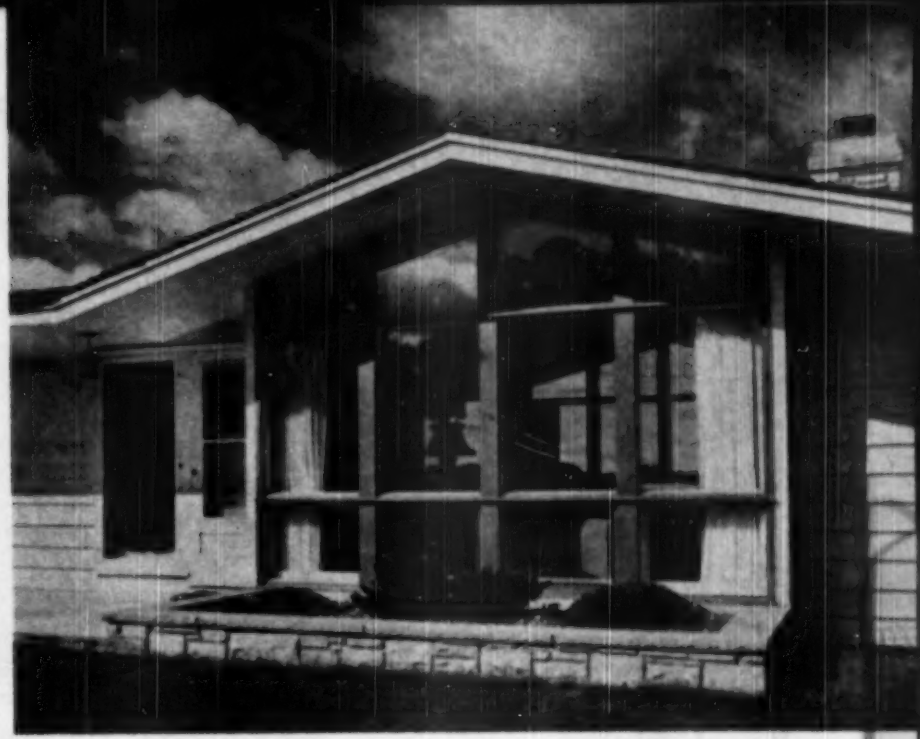
AMERICAN BUILDER
Selected Homes

PLANS of Markham house, right, indicate a layout of rooms spread out across the front of property. Sloping ground provides good light for basement recreation room

on the exposed wall of basement, making a large portion of this area available for living.

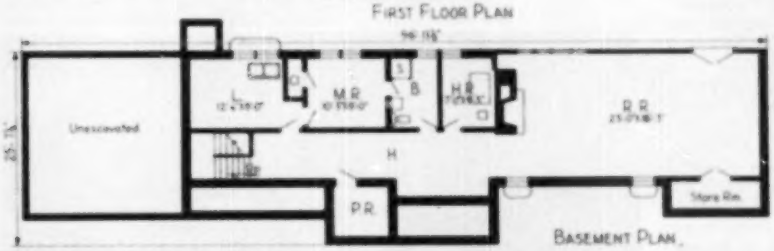
Because Glendale is one of the highest spots in the Minneapolis area, the architect held the designs to low one-story dwellings, with heavy roof overhangs and large glass areas through which the downtown area of the city can be observed.

Materials used in these homes include Pella wood casement windows by Rolscreen Co., Twindow by Pittsburgh Plate Glass Co., Janitrol Furnaces by Surface Combustion Corp., Ventrola Kitchen fan by Carrick Products Co., Kitchen-Maid cabinets, Rheem hot water heater, Rezo slab doors by Paine Lumber Co., Crane fixtures, Cedar siding and shingles and plywood subfloors.

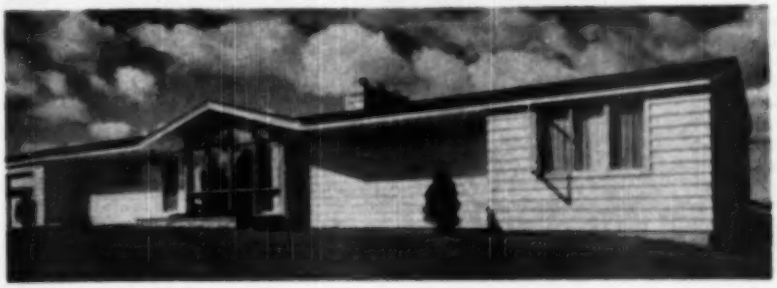


FEATURE of the residence of Mr. and Mrs. V. H. Thoen is the large bay on exterior and walls, the profile of which extend through and form the outline of side walls and ceiling of living room. All glass in sash is fixed except lower sash hinged at bottom. A complete floor to ceiling glass wall is provided at ends

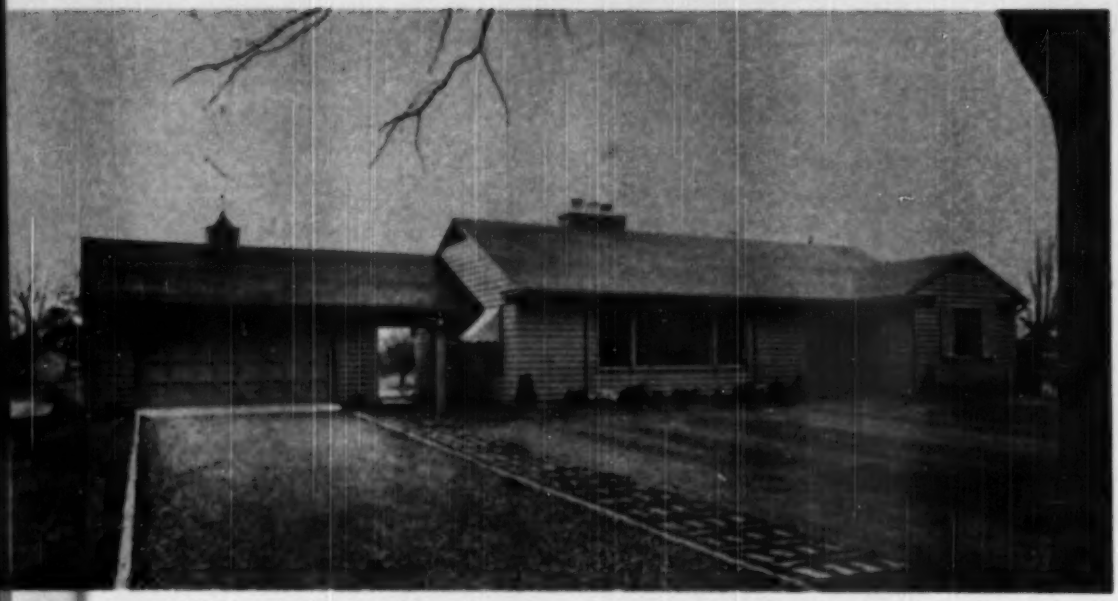
FIRST FLOOR PLAN



BASEMENT PLAN



AT LEFT, plan of Thoen house. A feature is the living room which actually divides the house, with service on one side and bedrooms on the other; another is the fireplace which serves two rooms. Lower left, overall view of house. Extended bedroom wing is balanced by a garage on the opposite side



LONG, low roof of house and garage add appearance of greater length and greatness to this modified ranch style home

Ranch Style—

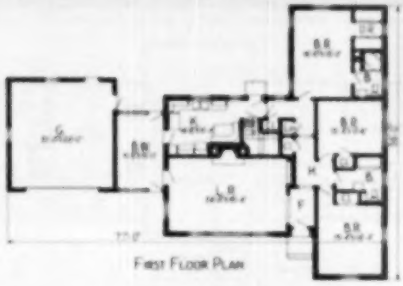
A Popular Choice

THOUGH the over-all width of this modified ranch style home is 80 feet, the front roof overhang of the house, breezeway and garage, together with deep shadow lines of horizontal siding, add an appearance of even greater width. The exterior lines of the house reflect the popular ranch style of architecture but interior appointments reflect traditional planning.

Interior of the spacious kitchen-dining room combination is finished with pine wainscoting and red tile floor. Wood cabinet doors, in natural finish, have wrought iron hinges. Dado paneling and exterior walls are painted Lambert green. A fireplace is provided in both the living room and in a recreation room in the full basement.

The master bedroom has a walk-in type wardrobe closet, as well as a built-in ironing board.

Conventional framing is used throughout the home. The ceiling is insulated with 5½ inches of mineral wool; the sidewalls with blanket type insulation. Heat is supplied by a 120,000 B.T.U. oil-fired, forced warm air furnace. The home was built for Mr. and Mrs. C. T. McAndrew in Plainwell, Mich., by Economy Builders, a local firm.



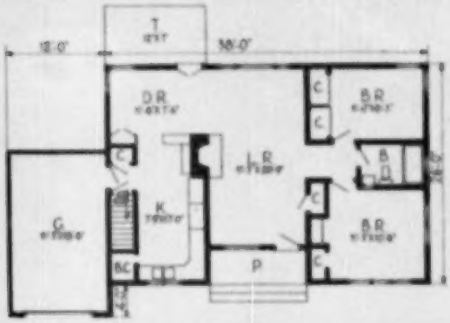
FIRST FLOOR PLAN

AMERICAN BUILDER Selected Homes

CABINET work in kitchen, below, is left in natural finish with wrought iron hinges to blend with Early American furnishings. Dado and paneling are Lambert green. Layout of floor plan, left

A Small Home Fills Special Need

SIMPLE, straightforward lines add charm to this home



FLOOR plan shows maximum utilization of a small area

KITCHEN, above, is separated from dining room by attractive egg-crate designed knick-knack shelves. Large living room picture window overlooks rear lawn, right. Note attractive modern fireplace

AMERICAN BUILDER Selected Homes

INTEREST is added to the front elevation of this small Kalamazoo, Mich. home by recessing the living room wall to provide a sheltered entrance. By placing a large picture window in the rear of the living room, proper advantage is taken of a view offered by a deep lawn. The dining room is a part of the living room, in an L-shape combination, yet enough space is allowed so the dining room appointments do not intrude upon the appearance of the living room. The kitchen is placed at the front of the house, and a partial partition between it and the dining room is achieved by an attractive counter and shelf arrangement.

Ventilation for the flat tar and gravel roof is through a continuous narrow screen strip placed around the eves. Joists are notched where necessary to permit the free circulation of air.

The home has a full basement, with walls constructed of 8x8x16-inch concrete blocks. Diagonal yellow pine subflooring is laid over 2x8 floor joists. Finished floors in bedrooms are of tongue and grooved prefinished oak, while floors in the remainder of the house are tongue and grooved yellow pine.

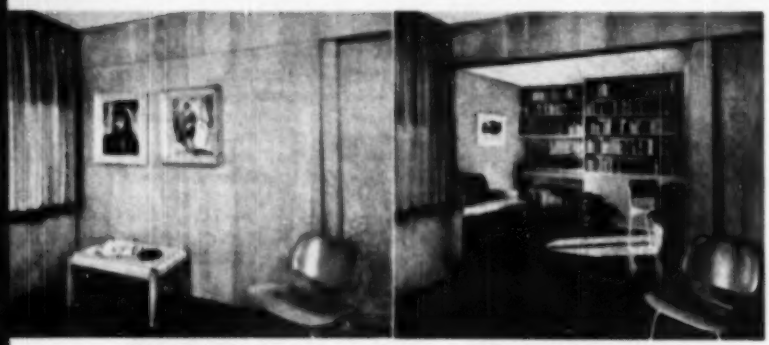
Exterior 10-inch cedar siding is placed over conventional 2x4 wall framing, and the walls are fully insulated. Insulation between ceiling joists is mineral wool batting. Heat is supplied by a 90,000 B.T.U. capacity, oil-fired forced warm air furnace.

The home was designed by the owners, Mr. and Mrs. Maurice Norg, and built by F. T. Marple, a well known Kalamazoo builder.

VIEW from study. Storage cabinets are built in plywood finished walls above fireplace. Glass panel at right opens on balcony

Double Function Rooms

Sliding panels, low partitions create illusion of space in small functional house

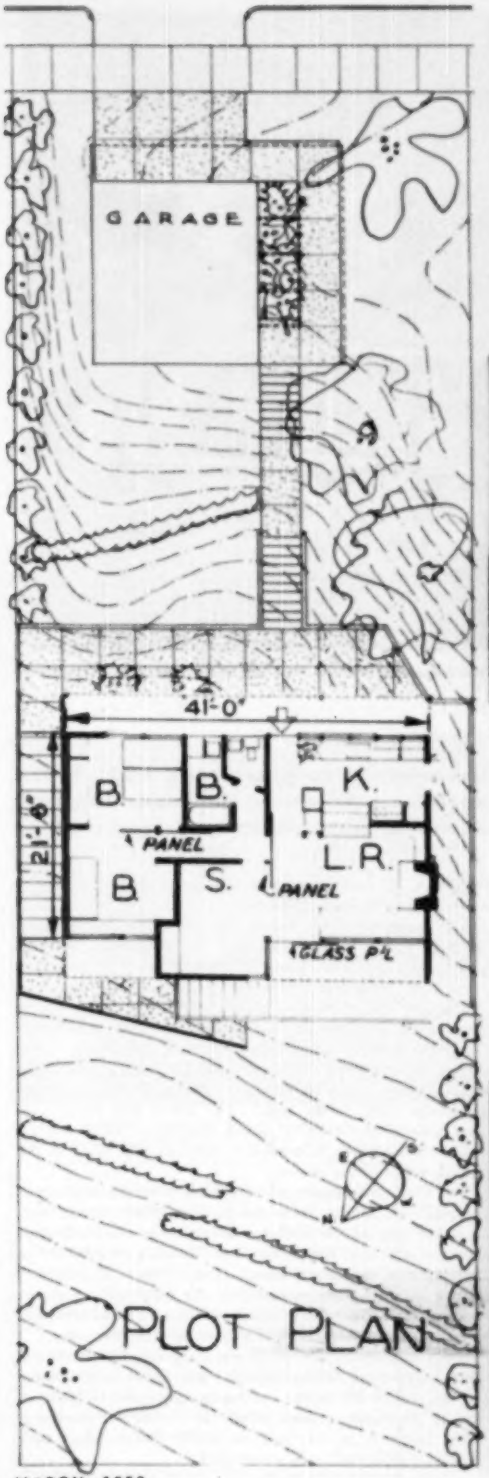


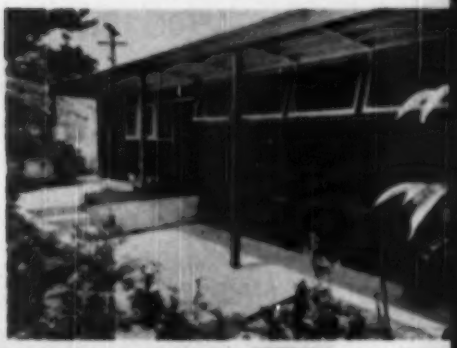
A RIGID plywood panel mounted on sheaves divides the living and study areas. At left, above, view with panel closed. At right, same view with panel open, showing study

TWO sliding wall panels, an uninterrupted ceiling, and a built-in dining table that separates the kitchen and living room create an illusion of spaciousness in a house with only 908 square feet of area. A rigid panel which is mounted on sheaves closes off a study at one end of the living room which otherwise is part of this main room. A similar panel divides the bedroom space. When this panel is open, these rooms form one large child's play space. In this manner, areas in the house are utilized to the maximum since they are made to serve double functions. This principle is used in the bathroom which also serves as a laundry.

The closets and table partitions that separate the kitchen and living room do not extend to the ceiling. This uninterrupted ceiling plane is intended to increase the illusion of size. A counter-like construction, with doors that cover knee-hole space, serves as a dining table.

This house, designed by Gregory Ain, Joseph Johnson and Alfred Day, California architects, has exterior walls of redwood shiplap siding. The roof is a built-up composition.

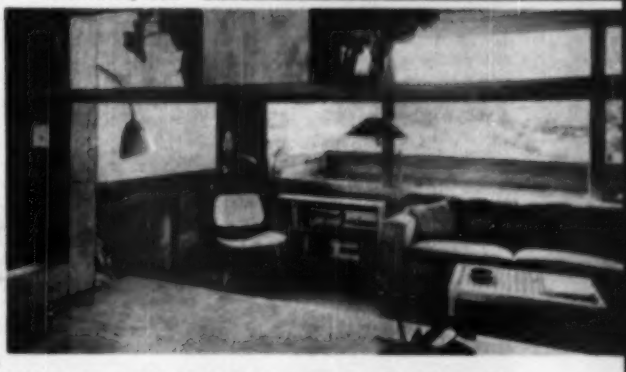




RIGHT, a long canopy shelters the entrance side of the house. Exterior siding is redwood

ABOVE, balcony at rear of house is an adaptation to sloping terrain

SHORT closets, large dining counter opening heighten feeling of space in the living room



ABOVE, view from kitchen into living room across built-in dining table

HAYRACK adds authenticity to this farm-type house. Lamp, split rail fence, and weather vane are small items included in price

Cooperation Cuts Costs

Subcontractors, suppliers, and builder find cooperation nets mutual dividends and high efficiency in custom-built home construction

TWELVE building trades contractors and suppliers have joined with A. C. Lane, Inc., Glendale, Calif. in a cooperative venture to produce custom-built homes at low cost. The central company was organized with A. C. Lane as manager, Rex O. Ballentine as expediter, and Edwin A. Saville as building superintendent. These men comprise the parent company. The twelve other subcontractors and suppliers, not stockholders, are associated with this A. C. Lane Company on a cooperative basis—to this extent:

The parent company, which seeks out and acquires the jobs, gives all of the subcontracting to these twelve firms without asking for other bids. The associated contractors forfeit certain regular margins and give the A. C. Lane Company bids generally given for volume contracts. In this way the contracting company is assured of low bids, quick service, and uniform craftsmanship. Under this arrangement, the names of all twelve cooperators are listed in the firm's advertising; each cooperator pays a share of the advertising costs proportionate to the general percentage of his costs of the houses built. All twelve groups have old and established reputations in the community, from which all mutually benefit.

Since the cooperative venture has proved successful to date, the group plans to extend its activities to include the construction of an apartment building. Each contractor or supplier will have the option, in this venture, of leaving the amount of his contract in the project as an investment. The profits that accrue from renting or selling, managed by the A. C. Lane Company, will be divided proportionately among the participators.

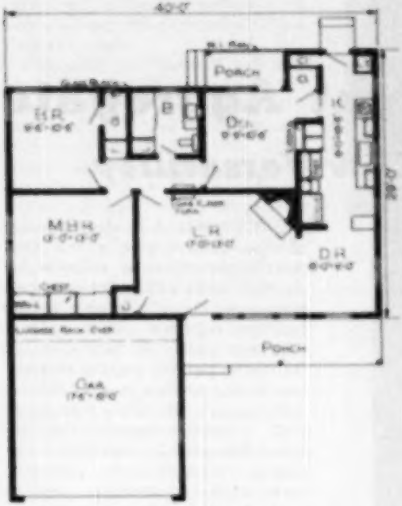
The authentic farm house, shown in the photographs on these pages, is an example of the work done by Lane and associates. This home of 1040 square feet was sold for $9750, including a two-car garage.

The walls of the living room are paneled with knotty pine treated to create an "antique" effect. This paneling is also used in the den and as wainscoting and ceiling in the dining room where other wall surfaces are papered. A unique snack bar with an egg crate shelf above divides the kitchen and dining areas. The top of this bar is covered with Consoweld, a plastic laminate. Glass blocks, used to illuminate the breakfast area, are also used in the outside walls of the closets.

The kitchen is equipped with a dishwasher, a garbage disposal unit, and an exhaust fan. The drainboard is tiled, as is the top of the Pullman lavatory in the bathroom. Drawers are built under this bath lavatory to provide an abundance of bathroom storage space. Tile is also used to form a six-foot high wainscot in the glass-door-enclosed shower above the tub. A chest of drawers has been built between the two wardrobes of the master bedroom.

Other features of the house are pegged and grooved oak floors, copper plumbing tubing, two cedar-lined closets, and the use of Permalite insulating aggregate in place of sand in plaster to reduce weight and minimize cracking.

The home is heated with a 50,000 B.T.U. dual wall furnace, thermostatically controlled.

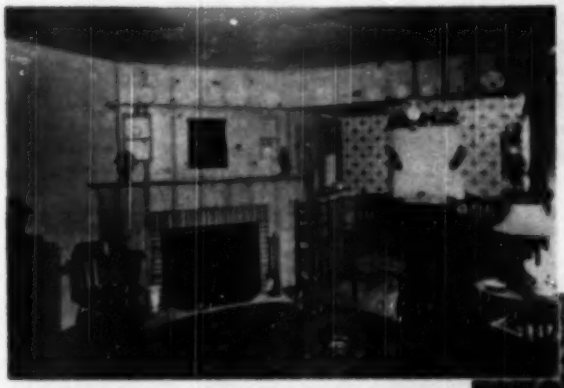


FLOOR PLAN

ABOVE, floor plan of barn-type house. Each closet with an outside wall has a glass block window. A sliding door between den and kitchen preserves space

A. C. LANE, Edwin Saville, and Ben Bellentine, from left to right above, examine plans for another house being built by the firm

PINE paneled den with openings on porch and kitchen has closet and can serve as bedroom or guest room



ABOVE, fireplace corner of living room with dining room beyond. Kitchen is seen at right, over snack bar

MATERIALS AND EQUIPMENT: Hardware, SCHLAGE LOCK CO.; linoleum, ARMSTRONG CORK CO.; plumbing fixtures, AMERICAN RADIATOR and STANDARD SANITARY CORP., CRANE CO., KOHLER of KOHLER; gas floor furnace, COLEMAN CO., INC.; electric heater, THERMADOR ELECTRICAL MFG. CO., regulators, MINNEAPOLIS-HONEYWELL REGULATOR CO.; water heater, HOYT HEATER CO. Other furnishings: Conoweld, GENERAL VENEER MFG. CO.; exhaust fan, PRYNE CO.; door chimes, NU TONE, INC.; garbage disposal unit, GIVEN MFG. CO.

TYPICAL application of Modern-Crete panels for outside wall construction. Note fluted surface of material around entrance and on rounded surface of corner, right

Lightweight Aggregate Offers New Versatility

The development of an exterior wall panel that may be handled on the job by one man is announced by this firm. Easily cut and sawed, each panel will support an approximate on-end load of 50,000 pounds

DECORATIVE effect over fireplace in corner of living room is achieved with new lightweight aggregate. Cost of material is comparable to frame construction

SUCCESSFULLY used in more than 2,000 homes, a new type lightweight aggregate material for exterior walls and other construction uses is now available to the building industry. After a four-year test period in laboratory as well as on-the-job use, the recently introduced product meets FHA requirements in the United States as well as requirements of the National Research Council in Canada. Called Modern-Crete (patents, trade-marks, copyrights applied for), the material is formed by a method of uniting a lightweight aggregate with Portland cement to gain structural strength, insulating qualities, weathering qualities, and workability in field use.

A significant product, formed with the lightweight aggregate material, is a panel for exterior walls to be used in constructing homes with or without basements. Each panel is 16 inches wide, 3¼ inches thick, and 8 feet long, and weighs approximately 140 pounds. According to the manufacturers, Modern Crete, Inc., Flint, Mich., a standard panel is capable of supporting approximately a 50,000-pound load, on end.

To construct an outside wall with the panels where conventional wood floor is used, a steel channel is bolted to the outer edge of the foundation (see detail drawing), and the panels are positioned vertically with ends held in the channel. Where the wall panels are used with concrete slab floors, the steel channels are bolted directly to the slab.

At the top of the panels, another steel channel is placed the length of the wall, and serves to hold the panels in perfect alignment. To this top channel, steel roof framing may be welded, and for wood framing, a 2x4 plate is nailed on top of the channel.

Three separate seals are made between the panels. A pre-shrunk mastic is used at the joint on the outside; plumbers oakum is packed in a recessed pocket on the inside where panels join, and over this, on the interior side of the joint, black mastic is applied with pressure. An advantage of this, the manufac-

turers say, is that the walls may be erected in any temperature since no mortar is used.

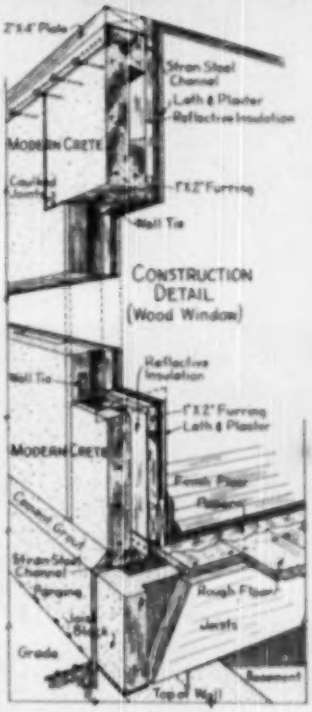
The panels are nailable, and may be easily sawed. Modern-Crete lintels are supplied for window and door openings, and to continue a wall under a window, the lightweight aggregate material may be cut to size.

The interior side of the panels may be finished in several different ways to suit the demands of the home buyer. In developing the material, considerable thought and research centered around the need for a material that would incorporate the necessary structural strength, insulation qualities and other desirable characteristics, and at the same time permit the use of conventional interior finishing. Since the panels are nailable (they are hollowed out on the inside surface to provide an air space), conventional lath and plaster may be used by furring out as in other masonry construction, or dry wall construction may be used. In numerous cases, the manufacturers say, the material can be used without any additional treatment on the inside other than painting.

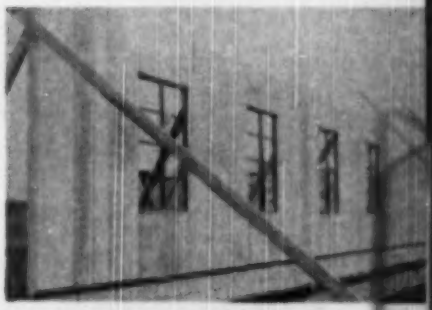
Another thought carried out by the firm was to develop this material around products, such as Stran Steel channels, that are available throughtout the country. This material is highly adaptable from a standpoint of appearance to glass block; and since the panels may be easily sawed, openings for glass block may be made wherever desired.

Satisfied that they have a valuable product, the intention of the company now is to set up franchise manufacturers as licensee holders to make the material readily available to all builders.

ONE man can handle a Modern-Crete panel. Bottom is held by steel channel

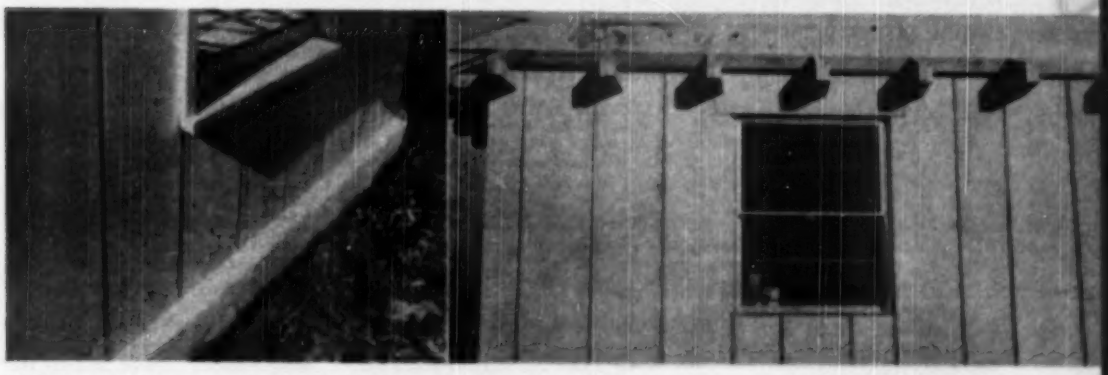


DETAILS show typical installation of Modern-Crete wall panels with basement, conventional lath and plaster interior



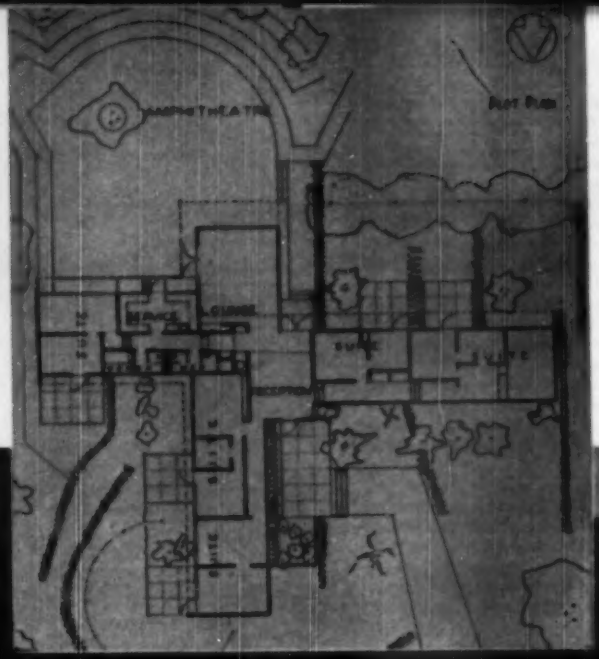
AFTER panels are in place, as above, steel channel is used to lock tops in place

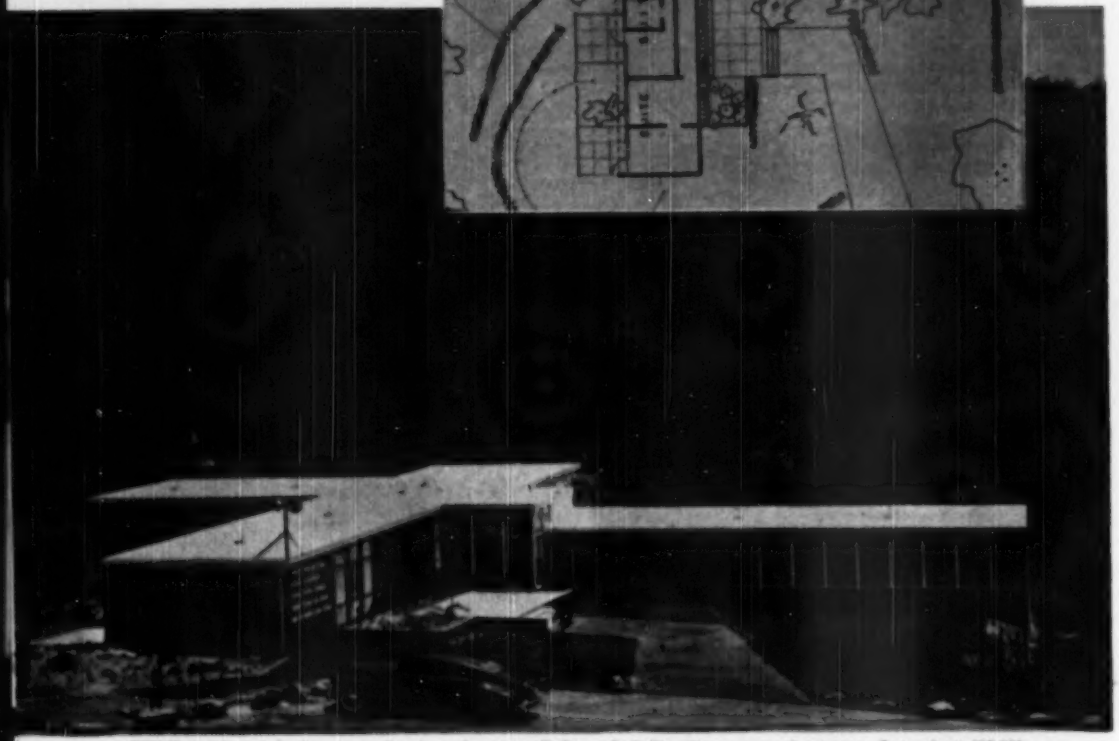
STEEL roof framing members are used with panels, which support 90,000 lbs. each on end. Note steel locking channel



PARGET or cement grout is used to finish bottom of panels, left. Wood roof framing members are used with panels, right. Lintel and different width panels for lower part of window are provided. Modern-Crete is nailable aggregate and may be easily sawed

Business moves to the country





OFFICE building, less than two miles from downtown Hollywood, Calif., offers many advantages. Cost about $30,000

HOW to avoid cramped downtown office quarters with accompanying parking and commuting problems is illustrated by an office building near Hollywood, Calif. The words "near Hollywood," instead of "in Hollywood" are the answer. The building, less than two miles from the downtown area, is close enough for occupants to conduct necessary business in the city, yet far enough out to provide abundant parking space, an excellent countryside view, and construction on less costly land.

The owners, closely associated with movie production, employed Gregory Ain, architect, with Joseph Johnson and Alfred Day, collaborating, to design a modern, low-cost building of a type for which their firm has achieved an outstanding reputation. The budget was limited and the requirements were considerably beyond what is usually considered necessary in an office building. Yet the building was completed early in 1948 at a cost of about $30,000. It was built by the Aldon Construction Company of Los Angeles.

Of frame and stucco construction, the building is built on a concrete slab. Walls are plastered. Ceilings are fibre insulating boards in 4-foot squares. Built-up roofing, with crushed white rock over it for insulating, is used. Four-by-four-inch posts are placed four feet on centers in all glazed walls and joined to the lintels and foundation with exposed steel straps and carriage bolts. There are 3,840 square feet of area in the building. The stucco is painted gray and tan.

From the large parking area, this building has the appearance of an unusual residence. The landscaping, the attractive colors, large porch, wide glass areas—all contribute to this

A 5-suite office building on a site less than two miles from downtown Hollywood cost only $30,000 to build. In addition, owners got a building of practical design with a countryside view

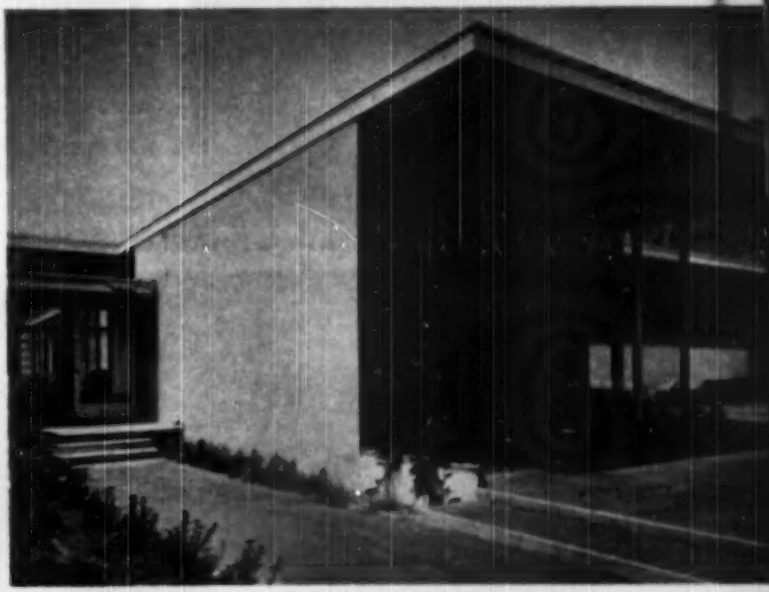
effect. The spacious reception room serves all five organizations using the building. Suites are reached by corridors leading from the reception room.

The lounge, which is frequently used as a meeting room, opens on to a wide paved area constituting an amphitheater since it is enclosed by the surrounding hills. It is planned to cut the banks into arcs of seats so that meetings can be held outdoors when the weather is favorable. Adjacent to the lounge is a service room from which refreshments are served to the lounge and amphitheater. A portion of the south wall of the lounge includes a truss, the triangular spaces of which are filled with glass. This truss is necessary because the entire south wall is glass, preventing any other type of bracing from being used.

Glass is used liberally but oriented to avoid the afternoon sun. Only one suite has windows facing west, and these are merely auxiliary windows since the suite also has windows on the east side. Each suite has its own concrete patio so occupants can take full advantage of the California weather if they so desire.

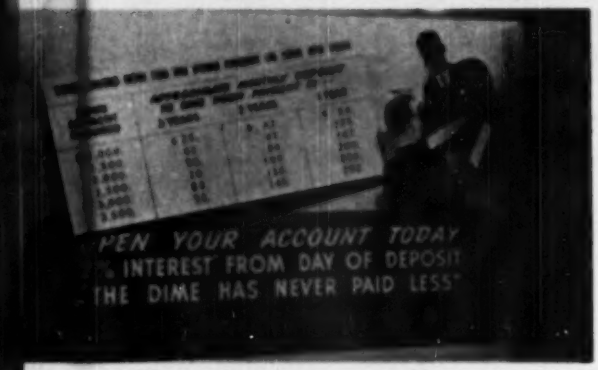
CORRIDORS lead from this spacious reception room to each of the five suites

GLASS gives added appearance of depth



TRIANGULAR spaces of truss at end of reception room, foreground, are glazed

ENTRANCE displays show attract visitors to Library of Homes



BANK promotes savings accounts for down payments on homes

Unique Exhibit

Thousands of prospective home buyers visit display at Dime Savings Bank of Brooklyn, which offers information on the homes of 79 builders—prices, financing, location, equipment, architectural style and construction details

UNUSUAL, striking and effective are the words which best describe an important sales medium used by home builders on Long Island.

It is called The Library of Homes and Home Buyers Exhibition. It is a permanent display jointly sponsored by the Long Island Home Builders Institute and The Dime Savings Bank of Brooklyn, N.Y., and is located just off the bank's main banking floor.

The exhibit has been in operation since May 21, 1948, and in those 20 months, approximately 65,000 potential home buyers have visited the display, and 10,000 mail and telephone inquiries have been answered.

Redesigned, refurbished and relocated a few weeks ago with 75 percent more space, the exhibit is now being visited by an average of 2,139 persons a week, or 428 daily. During its first year when located on the bank's second floor, average weekly attendance was 1,363.

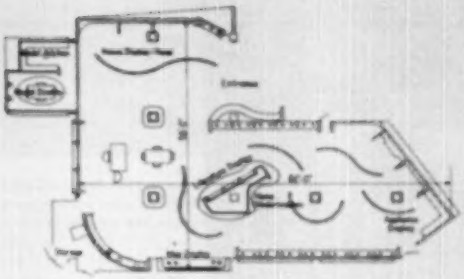
The Library of Homes (a name copyright by Otto J. Hartwig, executive secretary of the Long Island Home Builders Institute) is regarded as such an important home sales medium by George C. Johnson, president of The Dime Savings Bank, that the bank has spent $8,000 on redesigning, rebuilding and enlarging the display. The Institute has spent $2,000 on display panels for its members. During the coming year, the bank plans to spend $75,000 promoting the exhibit through newspaper, car-card and billboard advertising.

Efforts have been stressed to completely divorce the exhibit from the home show idea. It is a central clearing house where home-seekers can examine at leisure all data available regarding the offerings of 79 builders who are participating.

The central idea is to allot a 27x42-inch panel to each builder. This space costs him nothing. His only obligation is to supply material for the panel and keep up-to-date material in the hands of the staff, paid by the bank, in charge of the exhibit. As fast as new material is received

TWO views of 27x42-inch panels prepared by individual builders who keep up-to-date material in hands of bank staff

Promotes Home Sales



PLAN of Home Buyers Exhibition, located just off main floor

DETAILED map of Long Island conveniently locates housing developments portrayed by builders' panel displays

it is placed on the panels by Oswald Chambers, Valley Stream, L.I., who designed and built the elaborate display.

Panel space is available free of charge to every member of the Institute, or any builder who places mortgage business through the bank. It is not necessary for Institute members to do business with the bank, however. Currently, only six non-members are participating.

The curved panels surmounting pedestals of modern design are hardboard covered with gray suede cloth and framed with narrow chromium strips. Tops are seven feet from the floor. Above each panel is the name of a specific builder's development. On the panel are thumb-tacked exterior and interior photographs of his house, floor plans, name of the builder and a list of specifications and features of the house. Colored paper strips and background pieces help set off the panels. Other information includes facts on plot size, price, financing arrangements, distance in commuting time from Manhattan, cost of weekly and monthly commutation and other transportation data, information on schools, shopping and churches, brand names of equipment, materials and all other details that will help answer questions on a specific home. A paper shield bearing the Institute's insignia identifies the builder as a member.

Each panel is a separate unit with two sides, space on each side being assigned to separate builders. The panels are movable and can be arranged any way desired. They are grouped in pleasing curves with four to 12 panels making up a section.

Chambers made full use of modern color, lighting and design. The 5,238 square foot room has walls of blue-green and gray in jewel tones, with occasional splashes of bright yellow. Fluorescent lights are recessed into the acoustically treated ceiling and incandescent spotlights are focused on bays and displays along the walls. Within the bays are simple, quickly-read tables and other graphic information showing the cost of home ownership.

A particularly striking wall display is a 12 foot by 16 foot spotlighted map of Long Island, 13 feet 6 inches long cut out of 1-inch plywood, showing every community on the island. On it are green and white plastic numbered buttons corresponding to similar buttons placed on each builder's display panel. This permits quick orientation in locating specific developments.

For the builders, a master loose-leaf book is maintained by Mrs. Vera Maloney, who is in direct charge of the Library of Homes. This book is cross-indexed by localities, builders' names and price ranges. Each sheet carries complete information about an individual builder's listing. It is used principally for quick answers to mail and phone inquiries, but also is an aid to visitors who ask about developments in a certain community or within a specific price range.

In addition to the builders' displays, the bank maintains a large rack in the center of the room filled with literature from manufacturers of materials and equipment. A few manufacturers have displays along the walls and, two alcoves are used to show model room furnishing. These displays are changed from time to time, but the builders' panels are changed only as new data is received.

Visitors are encouraged to spend as much time as they wish browsing through the sleek exhibit. Comfortable chairs are provided together with many authoritative books on home construction, design and interior decoration. A house plan service is maintained, while story and picture books are provided to entertain children while their parents inspect the exhibit.

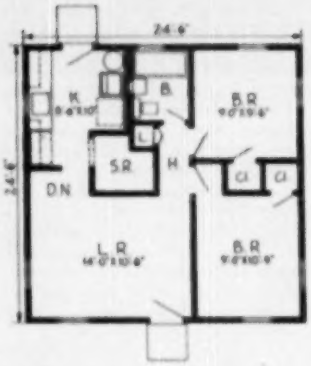
The Library of Homes is open during banking hours—9 to 3 daily and until 7 p.m. Thursdays.

No effort is ever made to sell a visitor a home. Mr. Johnson, president of the bank, sums it up thus: "The exhibition is designed to save home-seekers money and time. It should not be construed in any way as an attempt by the bank to sell homes. We feel, however, that by making available the fullest possible information on the values offered by the several builders, together with details on financing and other information pertinent to home ownership, we are performing a distinct public service. A visitor is under no obligation whatever."

The Library of Homes opens back from the bank's elevators which are used by hundreds of people every day. While waiting for elevators, bank customers obtain a wide view of the colorful, brightly lighted displays and if they are at all interested in home ownership they pay it a visit.

"Prospective home buyers like the atmosphere," says Clinton L. Miller, vice president of the bank in charge of promotion and advertising. "They like to sit down and talk over their problems secure in the knowledge they are not going to be high-pressured. The staff never attempts to sell a home, nor recommend one offering above another. The Library of Homes and Home Buyers Exposition is simply a place under one roof where the public can shop builders' offerings the same as they shop a department store."

FRAM-MINI house of D. C. Burns Realty and Trust Co. contains 591 square feet of floor space. Two wall-type floor furnaces with 27,000 B.T.U. capacity each provide heat. Siding, asbestos shingles



FLOOR plan shows large centrally located storage room of Fram-Mini house. Concern for space economy characterizes design

Price Cuts Follow Construction Economies

HOW can quality housing be provided for veterans at costs of only $400 down and monthly payments not in excess of $53? This was the problem posed and solved by the D. C. Burns Realty and Trust Company of Denver, Colo.

This company has succeeded in marketing a four-room house, containing 590 square feet, located on a lot 50 by 175 feet. The price is $7450, including refrigerator, gas stove, automatic laundry, concrete walks, and grading.

The goal of the company is to reduce the cost of this house to $6500 following further construction economies. However, this will probably also mean omitting the refrigerator and gas stove, but the house will then be priced low enough to enable non-veterans to purchase it with minimum payments.

The original price of these units has already been reduced $500 following a reduction in the cost of materials and production during the summer of 1949.

Economy of operation is achieved by using a square house design in which linear feet encompass the maximum amount of interior space. The one standard plan used is adapted to modular construction in which framing and openings are adjusted to standard material sizes.

The company prefers to organize its projects around groups of 25 houses in scattered areas. A slightly staggered system is used, i.e., the first house of the second project is started when the first house of the first project is completed. This method insures a continuous work schedule and sales program.

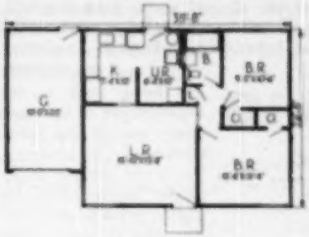
An unique feature of the Burns'

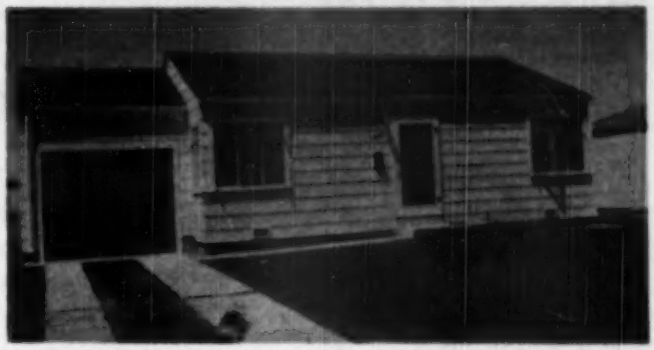
PLASTIC tile were used for wainscoting in bath of Fram-Brent house. Note shower installed over tub and lavatory with tray

THIS Fram-Mini kitchen is equipped with automatic washer, refrigerator, gas stove, and 30-gallon automatic hot water heater

LARGER Burns house of appealing functional design sells for $9500, including an attached garage with upward acting door

THIS house with its unique corner window won National Association of Home Builders first place regional award. Steel casements at side of stationary units furnish ventilation





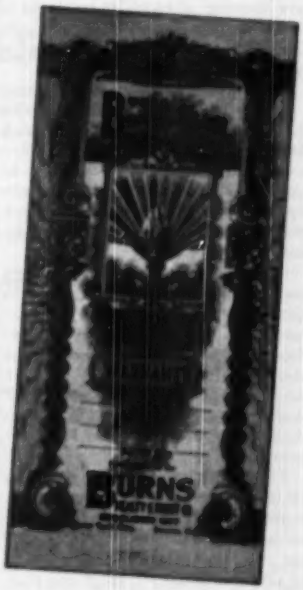
ASBESTOS shingles were also used as siding on Burns' Free-Brest house. No chimney protrudes from roof as house is heated with gas. Casement windows used throughout.

method is the bundling of materials. Four major packages of precut supplies in quantities based on accurate estimates are delivered to each job. The bundles are: floor joists and subfloor, partitions, roof framing, and finished materials. Delivered in reverse order, the material is stacked in order of use.

Two factors are essential to economy construction according to Franklin L. Burns, president of the company. These are: accurate material lists and accurate and complete cost estimates. Recognition of these factors have contributed to the success of the Burns company's operations.

EVERY purchaser of a Burns better-built bungalow is given a written construction warranty. Provisions are: adjustments to be made without charge during first six months, periodic inspections for three years, planned service arrangement on mechanical repairs, counsel from Burns' superintendent on construction changes

FRANKLIN L. BURNS, president of D. C. Burns Realty and Trust Company, is shown at left receiving award from Advertising Club of Denver given in recognition of building achievements and excellent services performed by Burns' firm



The Best is Yet to Come

By R. E. Saberson

LOOKING for something to sell . . . something that will enable you to compete favorably for a share of the consumers' dollar?

The race is fast and furious. Industry after industry is moving in. New automobiles . . . new television sets . . . new electrical equipment . . . new everything!

Never were the advertising pages more attractive. Or the display rooms more inviting. Or the TV screens more crowded. On every side Mr. and Mrs. Ultimate Consumer are deluged with invitations to consider this or that intended to provide greater comfort, faster transportation, more enjoyment, greater luxury, substantial economies.

It is all very interesting . . . a complete verification of the statement we read near the close of the war in which it was predicted that the "last gun of the present war will be the opening gun of the greatest industrial battle the world has ever seen," or words to that effect.

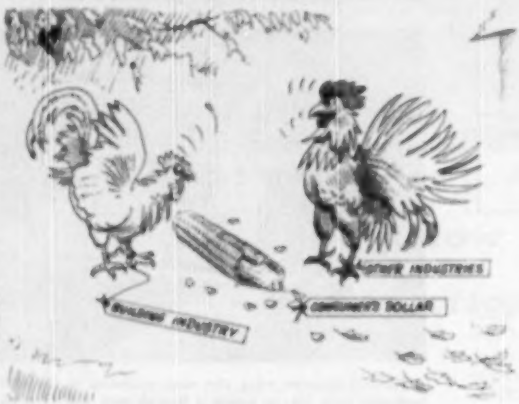
Of a certainty the battle lines now are forming although it no doubt is true that the intensity of the struggle is nothing as compared with what it will be later on.

All of which means that, in most cases, the long-awaited postwar goods are now here. Such being the case, it behooves the home building industry to stop, look and listen in an effort to determine how its products measure up in comparison with the many new things that have come onto the market.

Can the home of today compete successfully with the newest models in automobiles, for example? It may sound a bit farfetched to assume that they really are competitors, but the fact remains that the family which has extended itself to buy a car a bit larger than they intended doesn't turn right around and buy a new home the next month or possibly the next year.

The fact that the family splurged a bit in the purchase of the car was no doubt due to the all around newness of the automobile. It was more luxurious, roomier, classier, faster and a lot of other things. True, it cost considerably more than had been expected, but this was rather easily overcome by the efficient salesman who has now forgotten there was such a thing as a seller's market.

Two factors stand out in this transaction . . . (1) the car itself and . . . (2) the salesman who got the order. Both are far different in every respect than they were not so very long ago when demand exceeded supply and shortages reared their well-known heads to annoy the ultimate consumer no end.



BATTLE lines are forming now

Nor is it necessary to stop with automobiles. The same thing is true of practically everything else. Products have come a mighty long way since the end of the war. Unfortunately, the same thing cannot be said, at least to the same degree, of the salesmanship behind them.

How about homes?

It's a good question for the simple reason that a great many prospective home buyers still remember the four walls and a roof that were being sold as "homes" during the peak of the great housing shortage. It has been a bit difficult to get them back in the notion of buying a home . . . especially with so many new things claiming their attention . . . things that can be featured as a single unit in the advertising pages or put on display in Main Street store windows.

With all this tumult and shouting going on it was only natural that countless home prospects should transfer their attention, for the time being, from the aforesaid four walls and a roof to something that could shed its prewar garb with less trouble and in much shorter time.

In the meantime, something was happening to houses too, although at a bit slower pace. Perhaps the pace actually wasn't slower after all, but somewhat more piecemeal. Houses, naturally, are made up of a large number of component parts. They are constructed to perform a variety of functions. While it was more difficult to appreciate the vast progress that was being made in the improvement of each and every one of the parts themselves, it nevertheless is true that the struggle for improvement was just as great as was taking place in every other industry.

If there should be any question concerning the accuracy of such a statement it merely is necessary to pick up the current issue of any magazine dealing with the subject of homes and thumb through the pages. Here will be found the answer to "are homes keeping up with the procession?" It might not be out of place at this point to make the unqualified claim that they are not only keeping up, but in many cases are actually leading it.

Naturally, this appraisal does not apply in all cases. Homes vary in quality just the same as everything else. But this much is true. It now is possible to build into a home as much "newness" as is available in anything else that is produced.

As we leaf through the pages of the magazine that lies before us we find it difficult to pass from one page to the next. Each is a new adventure . . . a new thrill that adds to the joy of home planning.

No part of the home has been neglected. We read about new methods for heating and cooling, important window developments that change completely the whole concept of fenestration. Doors, too, have come in for their full share of attention. Even basement windows have not been overlooked. Kitchens are overwhelm-

(*Continued on page* 146)

BROAD front lawns bordered at the street with large trees helped sell customers at the Keystone development of F. L. Palmer and Son

Developer uses brick veneer, aluminum windows, in entire project, but for insured sales he depends on . . .

Diversification

NO MONOTONY of duplicated facades can be found in the Keystone development of F. L. Palmer and Son. Both Mr. Palmer and his son and partner, Richard Palmer, are aware of the problem all developers face—the problem of producing the maximum amount of home for a minimum price with enough variation in the units to suit individual family tastes. This company has perhaps the only workable solution.

In this Keystone Avenue development in Indianapolis, no two houses have the same exterior. In addition, every house has an individual floor plan derived from one of the seven basic plans used in the 18-unit project. Further, a variety of brick types and roof treatments were used to insure that this would appear as a diversified home development.

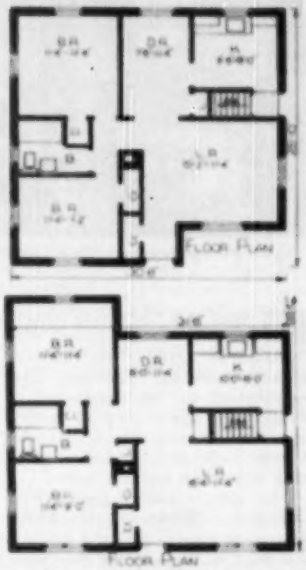
Another exceptional selling feature of these houses was the size of the lots, 50 by 212 feet. This unusual lot depth made it possible to locate the houses well back from the street line, giving the project an air of spaciousness without infringing on the long rear lawns and children's play areas.

Palmer, who has been an Indianapolis builder and realtor for 44 years, recognizes the need for "extras" as prerequisites to a successful sale of project homes. "Extras" include Magic Mirror door knockers, showers, automatic gas water heaters, and clothes chutes.

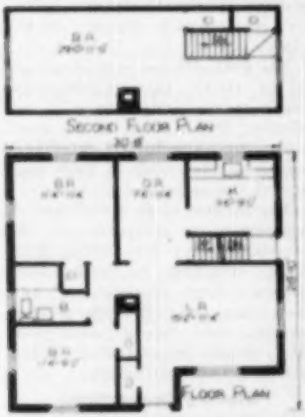
These houses are equipped with aluminum double hung windows and storm sash and screens. All sills are of marble. Casements have been eliminated by the use of an aluminum molding. Interior doors are birch or gum flush type.

Although white oak is used for flooring in the main living areas, the kitchen and bath floors are of linoleum laid over 3/16-inch Masonite, preferred by the builder for its smoothness and handling ease.

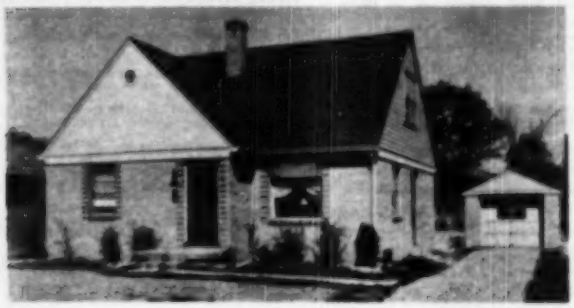
The purchase price of the homes included a concrete block garage with an upward-acting door. The houses, ranging from 750 to 1100 square feet in area, were sold at prices from $10,750 to $12,800 with FHA and VA loan insurance programs.



TWO typical plans used by F. L. Palmer and Son in their Indianapolis project



LEFT, this is a typical 1½-story unit. floor plan above, of those built by F. L. Palmer



TECHNICAL GUIDE for Builders and Craftsmen

Double-Glazed Window Details

Data and drawings through courtesy of Pittsburgh Plate Glass Co., Pittsburgh, Pa.

TYPICAL section of fixed window unit using standard 1¾-inch-wide sash with special arrangement for double glazing

TYPICAL section through casement window frame with special 2¾-inch-wide sash, to be used as ventilating unit in conjunction with fixed sash

FOR maximum thermal insulation of all large double-glazed windows, an air space of one-half inch is recommended. Standard sizes established by manufacturers of these units apply only to a construction of two pieces of one-fourth inch polished plate glass with a one-half inch air space.

The use of sash especially designed to accept double-glazed window units insures that the window will float in the opening free from glazing stress. Sash should allow adequate glazing clearance and provide protection against excessive glazing stop pressure on the glass.

The exclusive use is recommended of elastic glazing compound which permanently retains its resilience. Two lead or treated wood setting blocks should be placed one-fourth of the width in from each end of the unit.

The success of an installation is dependent on protection of the hermetical edge seal during handling, followed by satisfactory glazing. Even though seal and glass edges are well-protected by a stainless steel channel, reasonable care should be exercised during handling and installation.

Glazing Instructions

Openings must be square, free of twists and glazing obstructions. Units should not be set in flimsily constructed frames, inadequate to bear their weight, nor in frames of green wood which will warp later in drying out, thus causing a strain in the window setting.

To avoid glass breakage, the units, especially the large ones, must literally float in the opening.

Only a small amount of glazing compound should be placed at the back of the glazing rabbet. This will allow the unit to be positioned more easily than if glazing rabbet is full. The next step is to fill the void behind the edges of the unit and to apply face glazing compound before the stop is set.

The window's insulative qualities reduce the tendency for condensation to form and, under normal conditions, virtually eliminate frost formation on room side glass surfaces.

GENERAL TWINDOW FACTS

Insulating value of Twindow compared to single glass

Type Glazing	Glass Thickness	Air Space Thickness	"U" Value	Savings in Heat Transfer Over Similar Area Single Glazed With Same Thickness Glass*
SINGLE	¼"		1.16	
SINGLE	¼"		1.12	
DOUBLE (2 Pieces Glass) (1 Air space)	¼"	½"	.63	45%
	¼"	½"	.61	46%
	¼"	½"	.57	50%
	¼"	½"	.55	51%
TRIPLE (3 Pieces Glass) (2 Air spaces)	¼"	¼"	.43	62%
	¼"	¼"	.42	63%
	¼"	½"	.38	57%
	¼"	½"	.37	67%

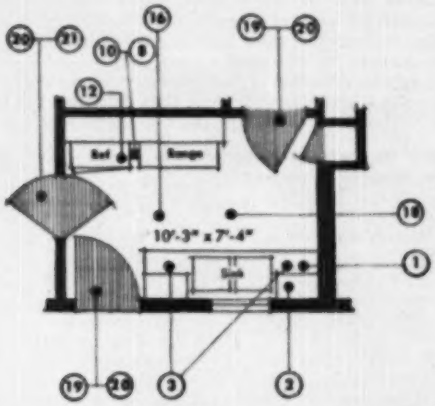
"U" VALUE is the over-all co-efficient of heat transmission. The values shown in the table are based on conditions of 70 degrees F. inside with 0-MPH wind velocity, and 0 degree F. outside at a wind velocity of 15 MPH

Standards for Kitchen Planning

A RECENT analysis of kitchens in small mass-produced houses by the University of Illinois Small Homes Council shows that in general they are inadequate and poorly arranged. Kitchens of 103 plans were studied, the standards of judgment being those of a previous Council storage space study, other research, and architectural design handbooks.

Specific facts pointed out by the survey were that storage space, particularly in base cabinets, was insufficient; too little counter was provided; the assembly of equipment in most cases was poorly planned; and the rooms themselves were not well planned.

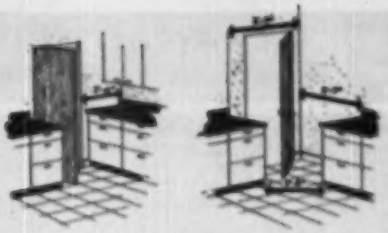
In some cases, an acceptable kitchen could have been made in the same room by simple rearrangement of equipment. However, in a majority of plans, the errors were due to faulty architectural planning, such as the size and shape of the room and its location in the house plan. To correct these, major structural changes would be required.



ABOVE: Faults found in kitchen of one of 103 home plans studied in University of Illinois Small Homes Council analysis. These correspond to numbers (below) in list of faults found in all plans

Planning Faults Found in Analysis of 103 Plans

	No. of Plans
Storage	
1. Insufficient base cabinet storage	91
2. Insufficient wall cabinet storage	77
Assembly	
3. Too small amount of counter (total)	67
4. No counter to right of sink	7
5. Too little counter to right of sink	48
6. No counter to left of sink	14
7. Too little counter to left of sink	47
8. No counter beside range	41
9. Too little counter beside range	12
10. No counter beside refrigerator	56
11. Too little counter beside refrigerator	35
12. Refrigerator door swing (wrong direction)	50
13. Distance between refrigerator and sink too great or small	37
14. Distance between sink and range too great or small	38
15. Distance between range and refrigerator too great or small	30
16. Insufficient space in front of cabinets and appliances	41
Architectural Space	
17. Insufficient window area	57
18. Traffic through work area	59
19. Corner doors that waste wall space which could be used for cabinets	54
20. Too many doors	28
21. Doors which interfere with use of cabinets, or with each other	46
22. No room to add cabinets and counters needed to meet requirements	54



DOORS, left, if properly swung, do not interfere with the use of equipment. Doors in corners, right, take up wall space which could be more advantageously utilized for cabinet sites

Planning Space

In planning the architectural space, the following factors are essential to maximum convenience and efficiency:

The kitchen should connect directly with the dining and service areas.

There should be easy access to the front entrance.

If there are children in the family, the kitchen should be located so that play areas are in view.

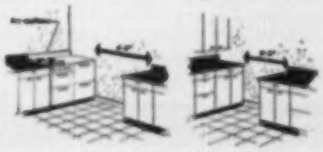
Arrangements should be avoided whereby the kitchen becomes the main thoroughfare to the rest of house.

Doors and Windows

Most kitchens require two doors—one leading to the dining area and one to the outdoors (either directly or through a utility room or service entrance). A third door is seldom required: unnecessary doors break up the assembly of equipment, waste space and interfere with traffic.

There should be as many windows as possible without reducing the required amount of wall cabinet space. Whenever possible, window area should equal 15 or 20 per cent of the kitchen floor area.

The minimum amount of wall, exclusive of doors, required for base cabinets and appliances in a kitchen having "liberal" storage facilities is 20 linear feet; for "medium" kitchens 17 feet, six inches; and for a "limited" kitchen, 15 feet.



RECOMMENDED clearances for cabinets and appliances

Location of Cabinets and Appliances

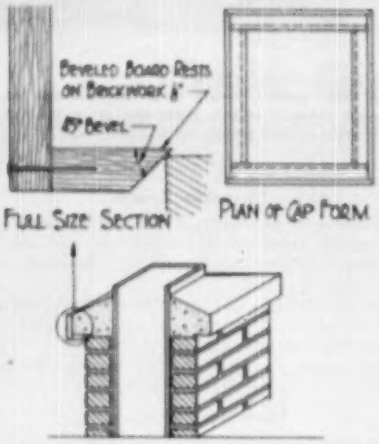
Distribution of cabinets and appliances hinges largely on location of work centers; normal sequence of work centers is from left to right. The mix center is at the right, followed by sink, range and serve. Centers may be isolated if they are complete.

For clearance between cabinets or appliances opposite each other a distance of four feet is recommended. The clearance between cabinets at right angles to each other but separated by a door or work area should be at least three feet (standard door width plus minimum casing); clearance for appliances in this position should be four feet.

The above material is reprinted by permission of the University of Illinois Small Homes Council from its circular C5.11, "Kitchen Planning Standards." Other circulars available for 10 cents each. Write Small Homes Council, Mumford House, University of Illinois, Urbana, Ill.

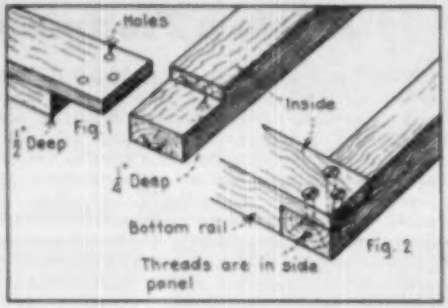
TECHNICAL GUIDE for Builders and Craftsmen

How to Make a Form for a Projecting Concrete Chimney Cap



BRACES and supports are not necessary when this form method of making a projecting concrete chimney cap on top of chimney is used. The bottom board is beveled to about a 45 degree angle and rests on the top course of brickwork for a distance of ⅛ inch of its surface. This is sufficient to hold the weight of the poured concrete. It eliminates the need of nailing supports in the joints of the fresh brickwork and the subsequent patching that follows. It permits the mason to finish the chimney without waiting for the carpenter to set and brace the form. The form can be made by the carpenter and taken to the job before the chimney is completed.—Submitted by James E. Hancock, Mt. Dora, Fla.

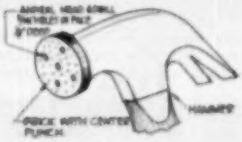
How to Make Lapped Joints



LAPPED joints in window screens and panel doors can be made stronger by cutting them in the manner shown in sketch. This method suggests the use of odd thicknesses for laps in place of the usual arrangement.

As noted in Fig. 1 the short piece is routed out at lapped end with only ¼ inch thickness of wood remaining, while the side rails are shaped with ½ inch of material left on end after routing. Drill three small holes through the short rails to prevent splitting. In this manner the threaded portion of the wood screws are tightly imbedded in the thick portion of the lap.—Submitted by Herbert E. Fey, New Braunfels, Texas.

How to Prepare Hammer for Special Purpose



THROW hammer in fire; this softens head for drilling. Drill 3/16 inch holes in head, ⅛ inch deep. Prick other areas of face with center punch. Insert new handle. Hammer can now be used for cleaning lumber, wrecking, etc.—Submitted by J. G. Caldwell, San Mateo, Calif.

HOW TO DO IT • HOW TO DO IT • HOW TO DO IT • HOW TO DO IT • HOW TO DO IT

No. G-5 . . . Exterior Display Unit

THE PROBLEM: To remodel the lower portion of an out-moded building to house a modern women's ready-to-wear specialty shop. Two floors are required for major selling and display purposes, with the display areas of both made integral with each other. The front wall of the second floor is to set back from front property line, permitting the second floor display to be in the line of vision of potential shoppers without encroaching upon the normal pedestrian traffic of sidewalk. Free standing display case to be installed in open area of front.

THE SOLUTION: Steel girders and a portion of second floor construction were removed and new steel beams installed. A two-story all glass front established which is separated only by the ceiling and floor construction. Stairs to second floor sales area are placed conveniently at one side of the entrance doors.

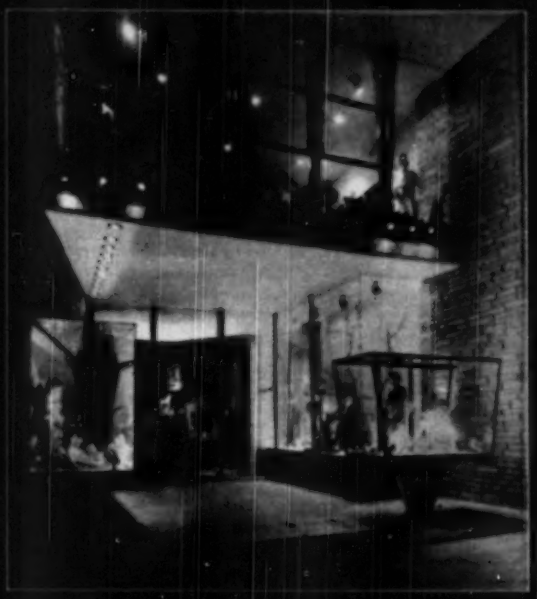
The free standing display case, shown in Detail, proved to be one of the outstanding features.

MATERIALS AND COLORS: Herculite glass entrance doors are placed between solid oak door frame members finished natural. The angled white pine wood mullions between second floor windows are painted a chartreuse shade. The Crab Orchard stone finish placed on side of structural piers extends into store beyond the glass line. Stone is slotted to receive stone and then caulked. Terrazzo floor and bulkheads are finished in red verona with white Portland cement and red color pigment added. Show case pedestal is white terrazzo. The frame for glass case is Alumilited aluminum with steel reinforcing. Structural steel channels are imbedded in the concrete floor slab directly under pedestal with supporting angle irons extending up through the pedestal. (See detail drawing.) First floor vestibule ceiling is of Keenes cement painted eggshell white; second floor ceiling is painted chartreuse. The built-in flower box extending across front conceals spotlights.

AMERICAN BUILDER'S STORE FRONT DETAILS

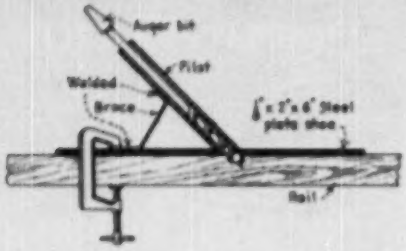
Designed by Louis J. Gualdo for *American Builder*

H. C. S. EXTERIOR DISPLAY UNIT



A PRACTICAL GUIDE for Builders and Craftsmen

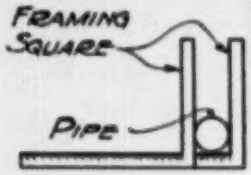
How to Bore Holes in Stair Rail



THIS jig assures the mechanic that all holes drilled for vertical balusters in the top face of bottom angular rail are placed at the same angle. The jig consists of a steel plate shoe, a metal brace, and a 3/4-inch inside diameter metal pilot. A hole is drilled through steel plate shoe at proper angle, in which metal pilot can fit. Brace is welded to plate and pilot to maintain the proper angle to conform to the run and rise of stairs.

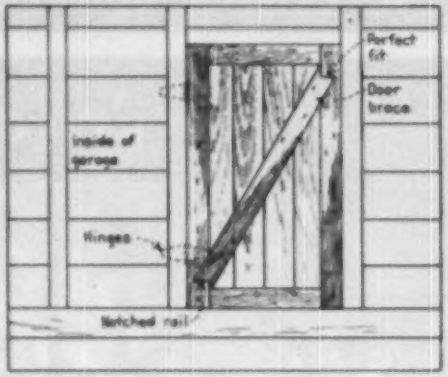
To operate, insert a drill in the pilot of the same diameter, and drill holes in rail as required to proper depth. Steel plate is held in position on the rail by "C" clamp. This jig is moved along the rail and clamped into position for drilling hole for each baluster.—Submitted by Chas. Klein, Albion, Pa.

How to Measure a Pipe



TO measure a pipe quickly and accurately use two steel framing squares placed one on each side of pipe, to be measured as shown in sketch. The size of pipe can be determined from reading on square.—Submitted by C. A. Markley, Lehighton, Pa.

How to Make Non-sagging Doors



DOORS that are constructed of shiplap or center match boards have a tendency to sag at the front end, even when a diagonal brace is used. This difficulty can be overcome by employing the method suggested in the above sketch.

The ends of the diagonal brace are cut as shown, and then laid on the two side rails and marked off. The rails, which have been temporarily placed in position, are removed and the marked notches cut out with a saw. If the diagonal brace fits perfectly in the notch on rails, the door will not sag.—Submitted by Herbert E. Fey, New Braunfels, Texas.

Two new features of interest to our How-To-Do-It readers are included elsewhere in this issue. One, "IDEAS FOR APPRENTICE CRAFTSMEN," deals with elementary construction methods. The other, "READERS DISAGREE," is a controversial feature where the pro and con of our How-To-Do-It ideas are discussed by the readers.

HOW TO DO IT · HOW TO DO IT · HOW TO DO IT · HOW TO DO IT · HOW TO DO IT

No. D-63 . . . Distinctive Details, Closets and Drawers

WITH the increased popularity of the basementless house, planned storage space, storage walls, built-in cabinets, wardrobes, drawer cases and closets, either all or in part, are a distinct "must" in the planning of a new home. Most experts agree that two thirds more dead storage space can be provided in a basement than on the first floor for an equal expenditure of money. These same experts are also agreed that the smaller amount of storage space on the first floor is preferred to the larger amount in the basement because of its convenience and accessibility to the occupant. This all sums up to the fact that planned storage space is here to stay.

The photograph and details shown on the upper half of the detail plate on opposite page cover the cabinetwork in a child's nursery. These cabinets would be equally adaptable to a recreation room, a bedroom, or a sewing room. In fact, a combination study and guest room would be more livable with a wall composed of built-in units.

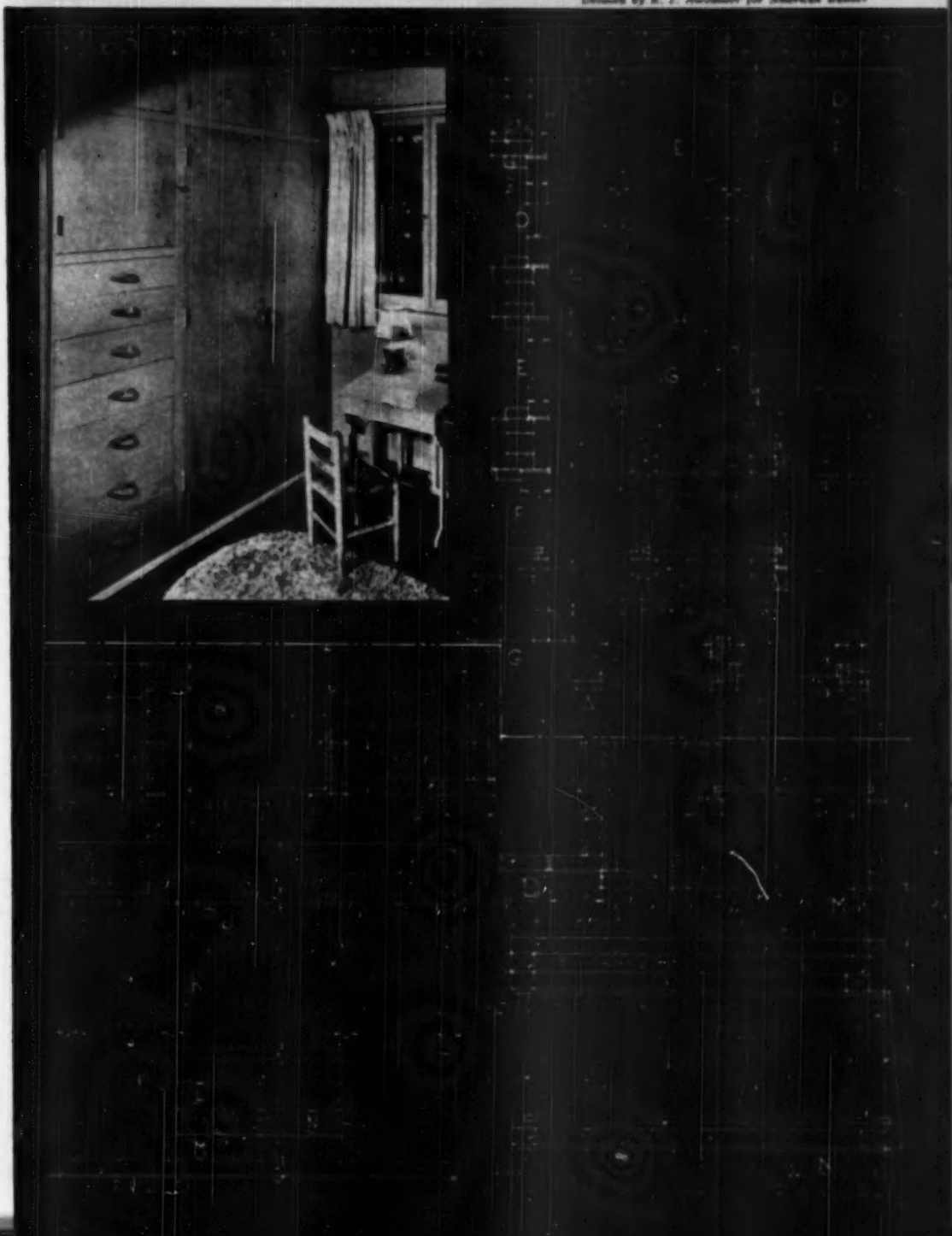
The lower half of the detail plate shows an alternate arrangement for a complete installation with drawers in the lower section of the center unit, and open space above for use as a dressing table. Two complete storage units flank the dressing table on each side. A mirror can be placed on rear wall of open space if desired. While 3/4-inch-thick plywood doors are shown in detail, this could be changed to a core door. Birch trim, doors, and finish are used throughout. All wood is left in a natural finish.

Standard built-in units or storage wall cabinets can be obtained in a large variety of sizes and types.

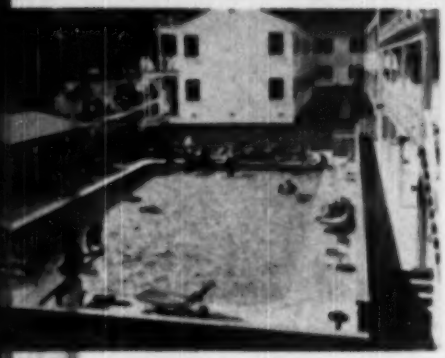
How-To-Do-It Pointers Continued on Page 136

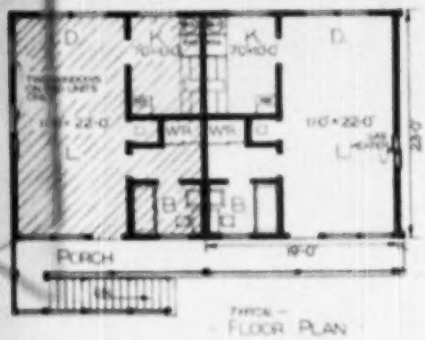
AMERICAN BUILDER'S BETTER DETAIL PLATE

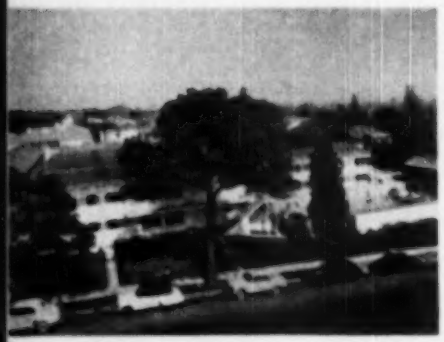
Detailed by R. J. Alexander for American Builder



VENETIAN blinds and carpeted floors of interior decor are match for appeal of clean colonial exteriors of Greenbriar apartments







Builder Invests in Apartment Units

Need for protective investment in case of building slow-up prompts California contractor to construct own apartment units

W. E. CLARK, a builder, is prepared for the day when the volume of building in California declines. He has constructed 64 rental units as a personal investment. Formerly located in Nebraska, since 1945 Mr. Clark has been building tracts of 20 to 25 houses in the $10,000 class in California. He is prone to believe that the market for this particular type of home may soon be surfeited, and therefore, he felt the need for a protective investment. These Greenbriar apartments are his "cushion." They are located near Hollywood.

Five two-story buildings were erected on a plot measuring 188 feet by 120 feet. A swimming pool, used by the USO during the war, had already been built in the southwest corner of the area. This, of course, does much to enhance the apartment project. The southeast corner is paved for use as a 64-car parking lot, serving the units.

Before undertaking the project, Mr. Clark made a survey to ascertain what type of dwelling unit was in demand. His inquiry revealed the need for small furnished apartments. Only ten of the Greenbriar apartments are not furnished. The buildings are of colonial design. Porches stretching along the fronts at both the first and second floor levels provide access to the apartments. Ornamental woodwork, similar to the balustrades of the porches, is used at the roof line. The roof itself is of red cedar shingles. The woodwork and exterior stucco are painted white. Foundations for the buildings are solid concrete walls. Interior walls are plastered over Gyplap manufactured by the United States Gypsum Company. A 1-inch 26 gauge wire is employed on the ceiling.

Mr. Clark gave special thought to sound-deadening. All partition walls are packed solidly with six inches of rock wool. A 4-inch blanket serves between the floors. Flooring consists of ½-inch plywood laid over 1 inch by 6 inch subflooring. A 40-ounce waffle rug pad and carpeting provide an attractive floor covering for the dining and living areas. To compensate in height for the lack of padding and carpeting in the kitchen, an additional ½-inch utility board was laid over the subflooring before the plywood and linoleum was applied.

The kitchens, designed—in part—by the Southern California Gas Company, are equipped with gas refrigerators, gas ranges, and gas water heaters. Waste King disposal units (manufactured by the Given Manufacturing Company) are installed in the sinks. Ceramic tile decorates the sinks and backsplashes.

Glass shower doors over the tubs are part of the bathroom equipment that also includes electrical heaters and tile floors. A single gas wall heater installed in each living area provides 20,000 B. T. U.

The project is evaluated at $480,000. Rents range from $100 to $135.

AT LEFT, top, 60 foot x 30 foot swimming pool once used by USO now enhances value of new apartment units in California. Bottom, west side view of Greenbriar apartments with floor plans of typical compact unit immediately above

NEW PRODUCTS
Offered by Manufacturers

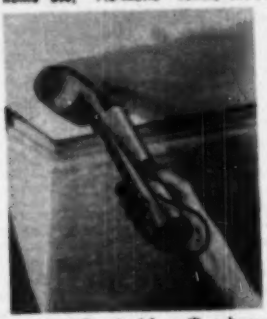
ALUMINUM STORM SASH AB35001

Eagle-Picher storm sash, which fastens permanently to outside of movable hinged casement, moves with window when casement is opened for ventilation. Sash is movable from inside, looks like part of win-

dow itself, and remains in place all year. Installed on outside, sash cannot damage interior woodwork. May be used on either metal or wood sash. Does not hamper venetian blind controls, nor interfere with locks and ventilating control handles. Eagle-Picher Co., Cincinnati 1, Ohio.

LIGHTWEIGHT PAINT ROLLER AB35004

Lightweight paint roller applies smooth coat of oil paint to flat surfaces. Designed for home use, "Flo-matic" roller, Model



H-1, is especially suited for ceilings because it eliminates dripping and paint running down into hand. Made of aluminum, unit weighs 25 ounces and holds more than a half pint of paint under pressure in its handle. Paint feeds through 4-inch roller into seamless wool pile cover. Measures 5½x12 inches. The Rubberset Co., 56 Ferry St., Newark 5, N.J.

RESILIENT ENAMEL FLOOR COVERING AB35006

Because of increased demand for a wider base floor covering, the Sloan-Blabon Corp. is now producing their resilient enamel floor covering in four-yard widths. This floor covering has a felt base. Sloan-Blabon Corp., 295 Fifth Ave., New York 16, N. Y.

NEW COLOR PLASTIC TILE AB35002

New iridescent coloring in Pittsburgh interlock plastic tile, identified by the name "Mist Gray," has been added to the fifteen existing colors included in firm's line of both solid and marbelized effects. The new soft-tone marbelizing is result of firm's research to find practical color to both blend and contrast acceptably. Jones & Brown, Inc., Pittsburgh 19, Pa.

UTILITY FURNACE AB35005

Majestic Model UF-26 furnace requires floor space of 26 inches square for installation, and has bonnet rating of 100,000 B.T.U.'s. Drawer type burner assembly permits easy installation of either oil or gas

burner, or allows for later change of fuel by changing the assembly. Designed for either conventional up-flow type of air circulating heating system or in newer perimeter type heating which calls for down flow air circulation. The Majestic Co., Huntington, Ind.

WATERPROOF FINISH AB35007

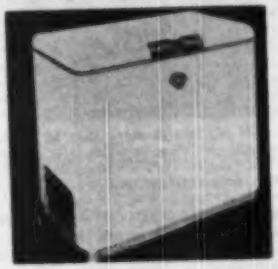
"Asphalt-Seal," a waterproof finish for painting and weatherproofing asphalt side wall and roof shingles is now being marketed for use to restore and beautify dirty, weatherbeaten insulated brick siding. The new product stops bleeding and crumbling by sealing the pores of the surface, leaving a colorful waterproof finish which will withstand atmospheric and weather conditions. Available in one and five-gallon containers, the finish is ready-mixed for immediate application, and comes in three light and four dark colors. Dewates Manufacturing Corp., West 42nd St. and Dyer Ave., New York 18, N. Y.

PACKAGED JET WATER SYSTEM AB35009

"Rocket" packaged jet water system, designed for shallow well installation, has one-piece housing with single-piece, all bronze nozzle and venturi built into housing to assure perfect alignment of parts. Equipped with noise dampeners and rubber mounted, unit is designed to operate quietly. Available in 1/3 and ½-H.P. sizes, delivering up to 840 gallons per hour. Barnes Manufacturing Co., Mansfield, Ohio.

HOME FREEZER AB35003

Model LFL-6, 6-foot freezer, will store up to 210 pounds of packaged frozen foods in cabinet compactly built for smaller families with limited floor space. Recessed top, at counter height, may be used as extra



kitchen work surface. It stands 36 inches high, 39 inches wide and 23½ inches deep. Exteriors are of rust-proofed steel, finished in baked-on white enamel. Food compartment liners are of aluminum, with square corners to provide direct freezing contact with bottom and sides of packaged frozen foods. One of four new models in Leonard freezer line. Kelvinator, Div. of Nash-Kelvinator Corp., Detroit, Mich.

COMBINATION MAIL BOX AB35008

"Aristocrat" combination mail box and magazine receiver has two spacious compartments for both mail and magazines or

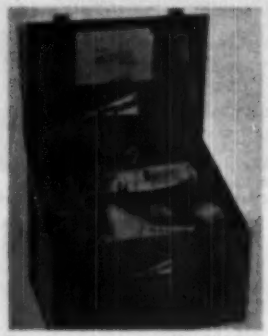
newspapers. Watertight, built of heavy gauge rustproof aluminum, finished in an antique bronze. Hand wrought craftsmanship appearance. Designed for the economy home. Air Control Products, Inc., Coopersville, Mich.

CLOSET FIXTURES DISPLAY AB35010

"H" door display available to dealers for K-Variance clothes closet fixtures is designed for use in windows, on counters or on the floor. Fashioned to demonstrate actual installation of fixtures on the closet door. K-Variance line includes forty models, space-saving fixtures for closets of every shape and size and all major articles of clothing. Knape & Vogt Manufacturing Co., Grand Rapids, Mich.

PORTABLE PAINT SPRAYING KIT **AB35011**

Paywell Spray-Pak, easy-to-carry spray-gun kit, weighs less than 17 pounds including gun. Spray-gun is self contained, with compressor, motor and gun in one unit. Sprays one quart of paint or any sprayable liquid



in four minutes at more than 50 pounds air pressure. Plugs into any 110 volt AC or DC outlet. Sellco Corp., 801 Andrus Bldg., Minneapolis 2, Minn.

CLEAN-OUT DOOR **AB35012**

Over-all dimensions of this efficient clean-out door are 10½x9¼ inches; rough inside dimensions are 10x8½ inches. Made of heavy 14-gauge die-pressed steel, door is unbreakable. The 1½-inch 90 degree angle flange, top, bottom and sides acts as a lintel to hold door securely in place. Door is easily opened and tightly closed and

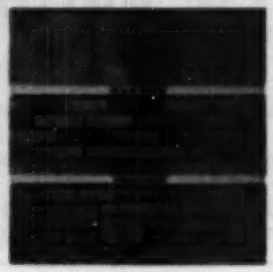
locked by turning knob on door. Height of door allows for three courses of brick. Superior Fireplace Co., 1708-C East 15th St., Los Angeles 21, Calif.

ROUTER MOTOR UNIT **AB35013**

No. 8 one-half H.P. Stanley-Carter router motor unit features versatility and power combined. Ventilating system provides powerful air blast to cool motor and keep work surfaces clean. Sealed for life over-size ball bearings. No oiling required. Heavy duty motor wound and insulated to withstand severe mechanical shock and vibration. Accurately ground collet type chuck will not slip. Motor designed to fit large line of Stanley-Carter tools. Stanley Electric Tools, New Britain, Conn.

INSULATED ASPHALT SIDING **AB35014**

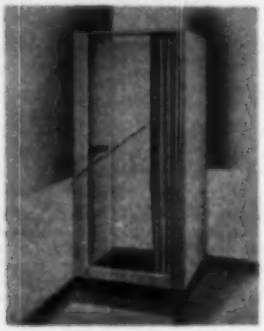
Weatherpanel insulated asphalt siding is available in a choice of shingle, brick or stone designs which closely match the size and appearance of the original materials. Method of saturation with penetrating asphalt under high temperatures assures complete sealing of core stock on all sides and edges against moisture. Surface is heavily coated with deeply imbedded ceramic or natural slate granules in high melting point asphalt for durabil-



ity, color stability and fire resistance. Applicable over wood siding, clapboard, shingles or over sheathing. Fifteen by 48-inch panels provide for nailing through to studs on either 16 or 24-inch centers, requiring an even count of 20 panels to lay-up a square. Weatherpanel Sidings, Inc., 285 Chandler St., Buffalo 7, N.Y.

PORTABLE SHOWER **AB35015**

Skipper shower is adaptable to summer cottages, hotels, tourist courts, and particularly suitable for small homes. Unit now offers rounded front stiles and slightly rounded outside corners and a tension-type top frame which eliminates screws.



Improved threshold is wider than previous model. New type valves have been specifically designed for shower cabinet use, and a new decorative shower-arm bracket is incorporated. Walls of cabinet are of bonderized, galvanized steel, finished with white, baked-on synthetic enamel inside and out. Receptor is pre-cast Stonetex, and has cast-in drain with new type strainer plate. Flat Metal Manufacturing Co., Chicago, Ill.

ILLUMINATED LEVEL **AB35016**

"Lume-Level" has a self-contained light for use on dark interior jobs. Finger-tip light control gives instant and accurate readings with a flick of the thumb. May be carried

in a pocket or tool kit. Unit has a lifetime guarantee. International Manufacturing Co., 2360 South Delaware, Denver, Colo.

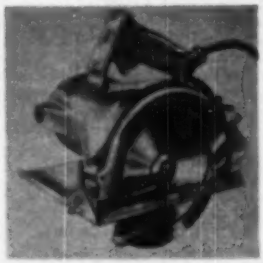
COMBINATION WINDOW **AB35017**

Russo combination window combines storm sash, screen and weatherstripping in one unit. Special panel provides filtered screen ventilation. Panel also has automatic locking mechanism which functions for all ventilating and closed positions. Screening is

of Lumite. Metal-to-metal contact is eliminated by use of weatherproof felt. Window is made of Armco hot-dipped Ingot Iron Paint-grip and finished with enamel. F. C. Russell Co., Cleveland 1, Ohio.

PORTABLE ELECTRIC SAW **AB35018**

Bradford "Metalmaster" Model 160 portable electric saw will cut to maximum vertical depth of two inches and minimum vertical depth of ⅜ inches. At angle of 45 degrees, maximum depth of cut is 1¼ inches and minimum depth is ⅜ inches.



Six-inch saw is designed with adjustable base permitting depth of cut adjustments and bevel cutting at any angle from 0 to 45 degrees. Powered with universal 110 volt AC/DC motor which drives blade at 4000 RPM no load speed. Fan keeps sawdust clear of cutting line. Length, 9 inches; height, 6⅝ inches, width, 8 inches, weight, 10 pounds 4 ounces. The Bradford Machine Tool Co., Cincinnati, Ohio.

LIGHT REFLECTOR ASSEMBLY **AB35019**

Jacknife feature of Guthlite reflector assembly is available in Recessed Troffers that feature ladderless maintenance. Troffer opens and swings down easily for changing lamps and starters from the floor. Entire reflector assembly can be simply lifted down for thorough cleaning or repair. Lightweight channels are easily mounted. No wiring or accessories to get in the way so that lines can be quickly pulled through and connected. After channels are installed in ceiling, reflector assemblies can be added right from the floor. The Edwin F. Guth Co., St. Louis 3, Mo.

WALL HUNG LAVATORY **AB35020**

Richlodge wall hung vitreous china lavatory, in sizes 18x15 inches and 19x17 inches, is designed for compact, modern home and for powder room installations. Incor-

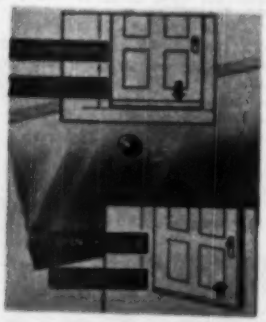
porates integral front overflow, anti-splash rim, two recessed soap dishes, raised shelf back and high-gloss finish. Also punched for center set fittings. Chrome plate legs and towel bars are available if desired. Richmond Radiator Co., 19 E. 47th St., New York 17, N. Y.

ELECTRIC WALL HEATERS **AB35021**

New 250 series of forced air electric wall heaters incorporate optional thermostatic control, increased heating efficiency, automatic re-set safety switches, and scientifically designed air intake. Built-in thermostats on models 250 KT and 250 KTW control the operation of both the heating element and an 8-inch, four-bladed fan. Thermostats are operative at all times the master switch is in the "ON" position and may be set to maintain any room temperature between 55 and 85 degrees. Operation of heating element and fan is automatically halted when room temperature exceeds desired temperature by one degree and is resumed when temperature falls one degree below that desired. Markel Electric Products, Inc., and LaSalle Lighting Products, Inc., Buffalo, N. Y.

DRAFT SEAL **AB35022**

"Stop-A-Draft," a device that operates automatically with opening and closing of doors to which it is attached, seals out all drafts, dirt and noises. In operation, a projecting pin pressed into the unit when



the door is closed causes the felt shield to drop to the floor and seal the opening. When the door is open, this pin springs free and lifts felt out of the way to clear the floor or floor covering. Made of heavy gauge steel and moth-proof felt. Two springs control the operation. Unit is two inches high, ⅝-inch wide. Installation is simple, and may be made on doors opening in either direction. Only a screw driver is necessary. Waterloo Sales Co., Cleveland 19, Ohio.

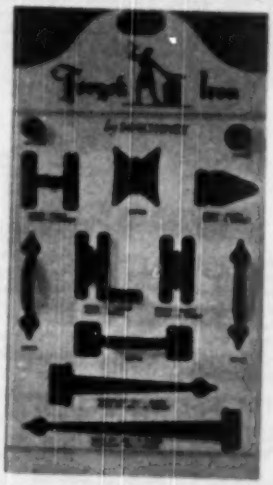
HOME INCINERATOR **AB35023**

"Little-Cinerator" reduces to ashes all ordinary waste, garbage, and rubbish, and refuse acts as its own fuel. Burns from top to bottom. Jets of air enter at four cor-

ners of unit to feed flames. Unit is connected to furnace smoke pipe. May be located as close as four inches to noncombustible wall and not closer than 12 inches from combustible wall. Metal parts are heavy cast iron. Asbestos-board outer jacket. Selection of popular colors. The Clear Mfg. Co., 4625 N. 124th St., Butler, Wis.

FORGED IRON CABINET HARDWARE **AB35024**

New, 18-item line of forged iron cabinet hardware includes latches; H and HL hinges for both flush doors and ⅝-inch



offset doors; knobs; door and drawer pulls; butterfly hinges; thumb latches. Hardware is designed in "heart" pattern and has black finish. McKinnery Manufacturing Co., Pittsburgh 12, Pa.

FLEXIBLE GLAZING STRIP **AB35025**

Flexible glazing strip made of Korosseal may be used on both fixed and storm type windows. Strips are extruded to customer's specifications. Strip is made in blue-gray, does not support combustion. Resistant to oils and greases, and has a temperature range of from zero to 150 degrees F. If flexing is required, or to any degree of cold if strip is fixed. Company recommends that strip be held in place by mechanical means embodied either in the design of the window or strip. The B. F. Goodrich Co., Akron, Ohio.

SINK-LAUNDRY TRAY **AB35026**

Sink-Laundry tray combination incorporates 48-inch sink top with one shallow bowl for regular kitchen use, and one deep bowl for laundry purposes. Sliding drainboard

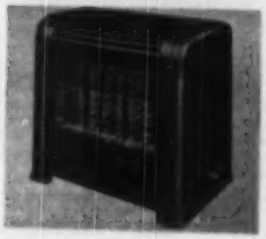
is part of the unit, and is removable when desired. Deluxe porcelain will not chip or wear off, and is resistant to acids. Matching undersink cabinet has a cutlery drawer, insulated doors and drawers, concealed ventilation, and stainless steel handles. Streamlined faucet with spray attachment. Tracy Manufacturing Co., Pittsburgh 12, Pa.

PREFABRICATED CHIMNEY **AB35027**

New lightweight chimney is shipped complete and installed in four man hours or less. Listed by Underwriters' Laboratories for all residential construction with any fuel. It meets FHA minimum requirements and is acceptable to the National Building Code. Permanent refractory chimney tile lining is surrounded with lightweight, strong insulating wall. Heat transfer is less than one-half the heat transferred through a brick chimney wall. Van-Packer Corp., 135 S. LaSalle St., Chicago 3, Ill.

RADIANT-CIRCULATOR GAS HEATER **AB35028**

Model 218 Comfortzer, A.G.A. approved radiant-circulator heater, has 18,000 B.T.U. capacity. Gives off radiant rays by four double-clay radiants, and at the same time,



supplies circulated heat. Neutral brown "Hi-Bake" enamel finish does not discolor. Double seamed for strength and rigidity. Flood orifice cap in brass valve automatically regulates proper flow of fuel. Can be used with any of the common types of gas. Inland Steel Container Co., 325 N. Carter St., New Orleans 19, La.

STAPLE HAMMER **AB35029**

Bostitch heavy-duty automatic stapling hammer, Model H4, drives staples with half-inch crown and ⅝-inch legs. Staples are so engineered that legs diverge inside the work, putting them under tension and increasing their holding power. One-hand machine operates at arm's length. Uses include application of metal lath or corrugated paper to studding, laying shingles, or tacking felt covering for built-up tar and gravel roofs. Bostitch, 1101 Mechanic St., Westerly, R.I.

FLAMELESS TORCH **AB35029**

"Thermal-Jet" flameless electric "Heat Gun" projects up to 1200 degrees F. of radiant heat from its orifice, and can be used for practically all of the usual applications of a gasoline blow torch except for direct flame brazing or soldering. Current

consumption is less than that of a small domestic electric iron. Weight is approximately two pounds. Operates on 115 volt A.C., and uses 400 watts. Can also be used on direct current by using proper style D.C. plug. Kinetic Laboratories, 1730 Sansom St., Philadelphia, Pa.

SLIDING CLOSET DOOR **AB35035**

The Spacemaker steel sliding closet door is a completely packaged unit consisting of two flush type steel doors operated on

ball bearing rollers within a steel door frame. Unit is shipped ready for immediate installation. Finished in prime coat of baked on paint. The Steelcraft Manufacturing Co., Rossmoyne, Ohio.

AGITATOR-TYPE WASHER **AB35037**

Bendix Diplomatic Economat is a companion model of the Bendix Economat, having many of the latter's features, such as the triple-action Wondertub with a 5-year guarantee. New features include Undertow

washing action, Floataway-Flushaway draining and Squeeze-Drying. New model employs a plastic agitator; does not spin, and requires no floor fastening. It is operated by a single dial that controls the automatic washing, rinsing and squeeze-drying operations. Machine is mounted on casters. Bendix Home Appliances, Inc., South Bend 24, Ind.

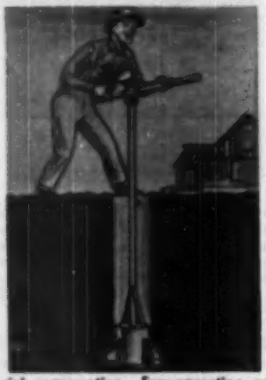
BELT SANDER **AB35030**

Thor Silver Line electric belt sanders, available in two styles, offer power at the belt with direct spur gear transmission from armature spindle to driving roll. Efficient heat dissipation system utilizes conductive properties of tool's aluminum

housing plus air currents set up by the moving belt. Life time accuracy of alignment of moving parts is assured through use of a one-piece aluminum housing, with oversize grease-sealed ball bearings located for maximum support of both driver and idler rolls. Independent Pneumatic Tool Co., Aurora, Ill.

UNDER-REAMER **AB35038**

New B. & R. Under-Reamer reams pier holes to FHA specifications (for concrete grade-beam foundations) in fraction of time required by old-fashioned, but still widely used "spooning" method. Leaves clean, smooth, uniform-sized hole for ma-



terial conservation. Easy-operating crank on handle activates worm gear, to open and close cutting cutters. Reamed dirt is housed within reamer and brought to surface. Standard B. & R. tool fits 5 foot 10 inch hole to make 17 inch footing. Heavy plow-steel blades for years of hard service. Extensions extra per foot. Reamers for larger holes available on order at extra cost. B. & R. Company, Box 93, Plano, Texas.

HEAT CIRCULATING FORM **AB35036**

The Price Fireplace heat circulating form is now equipped with a number of devices so that the mason can save time in constructing ducts, and obtain a neat and trim appearance around the front of the fireplace. Larger warm air outlets and simplified construction of air passages are designed to increase volume of warm air; expansion channels at the fireplace opening eliminate ugly joint between face brick and fireplace form, and new flexible metal step on apron prevents insulation from slipping down and showing in front. Price Fireplace Heater and Tank Corp., 83 Austin St., Buffalo 7, N. Y.

PORTABLE POWER SAW **AB35031**

"Whis-Saw," portable power saw, cuts wood, plastic, bone, pressed wood and many other composition materials up to 1-

inch in thickness. Will make inside cuts without need of first boring a starting hole. Saw makes starting hole itself and from there on the blade will cut any inside shape desired. Weight, 3½ pounds. Forsberg Manufacturing Co., Bridgeport, Conn.

CHECK NUMBERS AND MAIL COUPON FOR INFORMATION

American Builder, 79 W. Monroe Street, Chicago 3, Illinois

NAME ..... ADDRESS .....

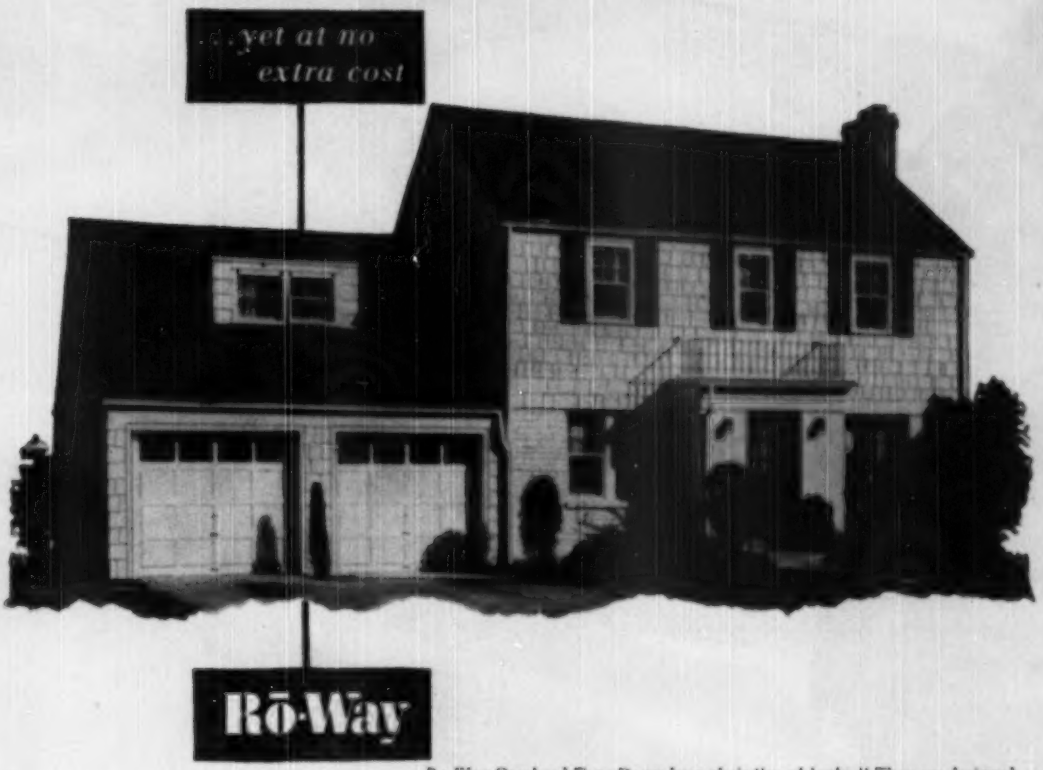
CITY ..... STATE .....

AB35001	AB35009	AB35017	AB35025	AB35034	AB35043
AB35002	AB35010	AB35018	AB35026	AB35035	AB35044
AB35003	AB35011	AB35019	AB35027	AB35036	AB35045
AB35004	AB35012	AB35020	AB35028	AB35037	AB35046
AB35005	AB35013	AB35021	AB35029	AB35038	AB35047
AB35006	AB35014	AB35022	AB35030	AB35039	AB35048
AB35007	AB35015	AB35023	AB35031	AB35040	AB35049
AB35008	AB35016	AB35024	AB35032	AB35041	AB35050
			AB35033	AB35042	AB35051

When you address inquiries direct to manufacturers concerning a new product described here, please mention that you saw it described in American Builder

New Products continued on page 154

Built with the Care You Build a Fine Home



Ro-Way Overhead Type Doors keep their "good looks." They are designed and built to stand up in service that is tougher and tougher than any other part of the house.

First, Ro-Way Doors are Overhead Type. That means they won't freeze shut . . . snow drifts can't keep them from opening easily . . . frost-raised floors can't jam them . . . winds can't blow them off or bang them shut. They operate smoothly and easily, even if jambs become moisture-swollen. They roll up—in and overhead—out of the way.

The inner surface is never exposed to weather. The outer surface is protected from rust streaks, because all Ro-Way hardware is Parkerized after fabrication. All panels are of fine quality three-ply Douglas Fir Plywood. All door sections are glued—then doweled with steel—not wood.

Ro-Way tracks are made in our own plant. So, too, are the Ro-Way ball bearing track rollers with "double-thick tread." Springs are made by Ro-Way, too—each one power-metered to the weight of the door it will operate.

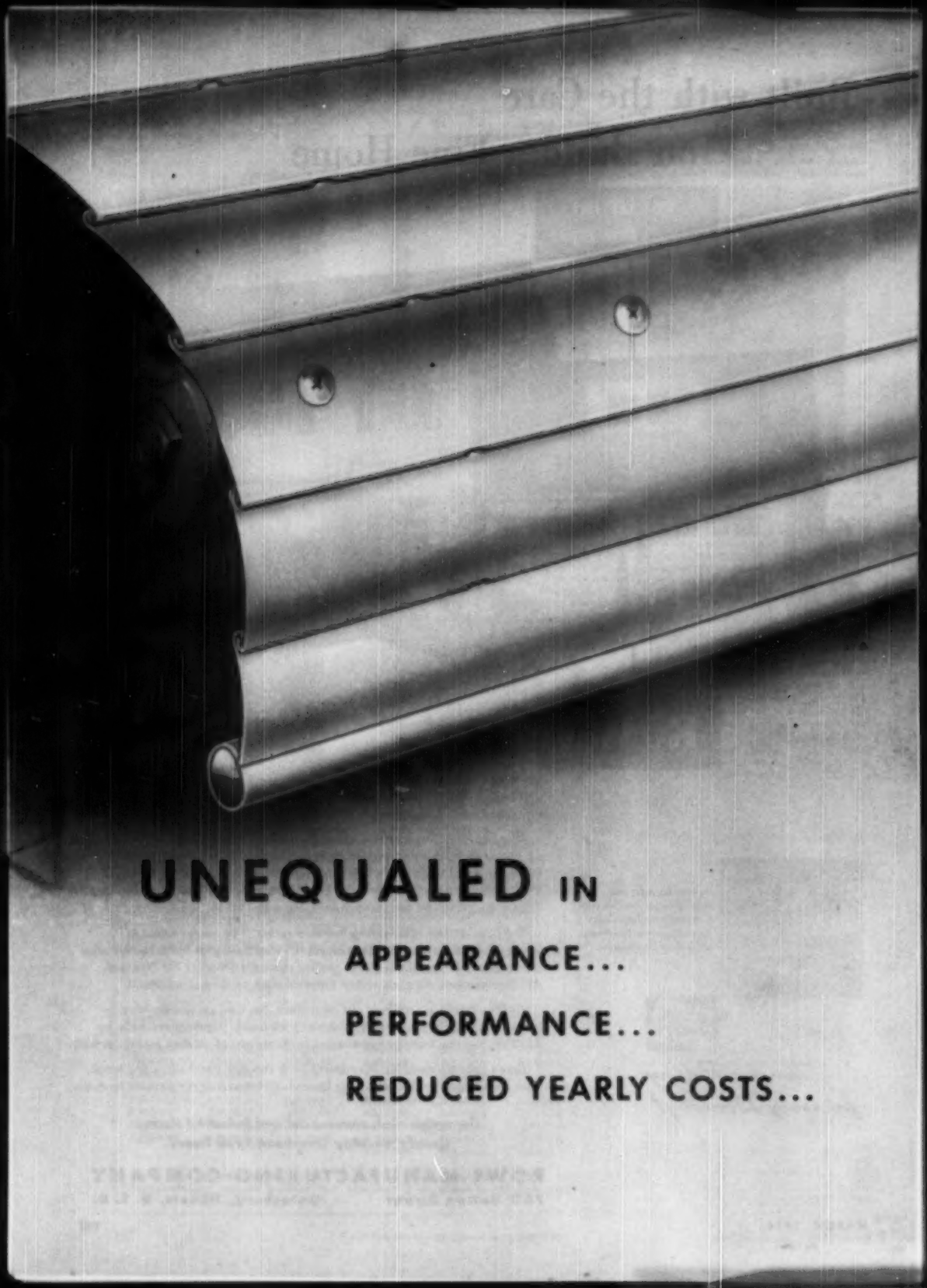
That's how we build Ro-Way Doors with the care you build a fine home. That's why Ro-Way Overhead Type Doors look better longer—yet cost no more.

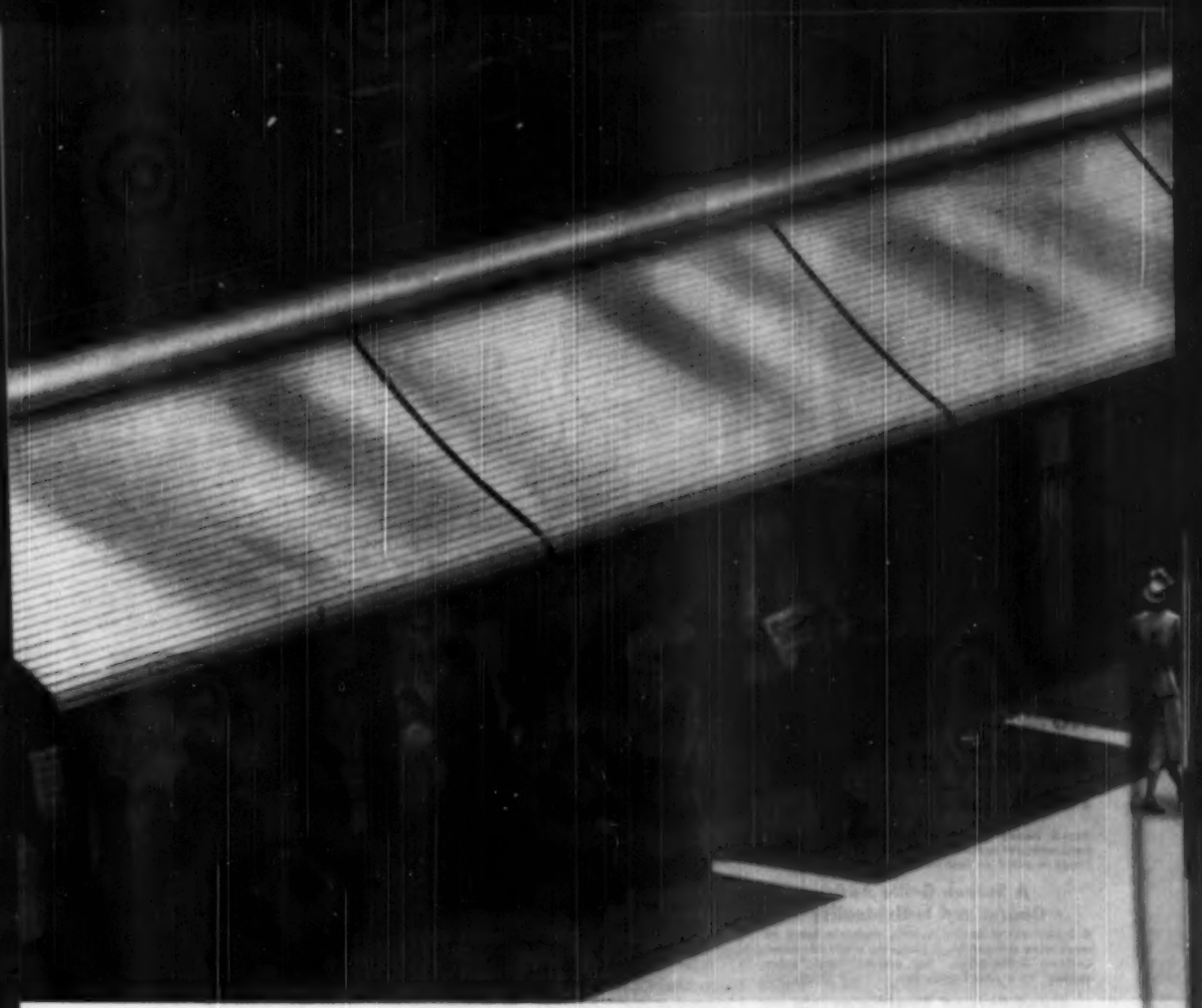
Nationwide sales and installation service. See your classified telephone directory for names and addresses of Ro-Way Distributors.

There's a RoWay for every Doorway!

For residential, commercial and industrial doors, specify Ro-Way Overhead Type Doors.

ROWE MANUFACTURING COMPANY
765 Holton Street Galesburg, Illinois, U. S. A.


UNEQUALED IN
APPEARANCE...
PERFORMANCE...
REDUCED YEARLY COSTS...



By every standard, here is the ideal all-metal awning for commercial, institutional, and industrial buildings. Hundreds of installations have conclusively proved its durability, dependability, and economy.

Engineered for long life—precision-made for trouble-free performance—it operates smoothly year after year. By minimizing annual costs and fire hazards, the Kawneer Awning is an important investment in long-range economy and reduced replacement expenses.

Light weight is combined with the structural strength to withstand hard usage and severe climate. Hard surfaced aluminum slats are carefully formed, and positive locking prevents leakage. Easy extension is provided by lateral-hinged arms of sturdy pipe with heavy cast-iron elbows.

This handsome awning meets the highest standards of modern design. Its striking, rich appearance will add distinction to any facade, and its satiny lustrous finish reduces glare.

Furnished as completely assembled package units, Kawneer Awnings are ready for immediate erection. They can be obtained with concealed boxes or with hoods for surface application.

Widths up to 18 feet and roofs up to 8 feet are provided as individual units. When widths of more than 18 feet are required, multiple units are used. For detailed information, write 209 North Front St., Niles, Mich.; or 2569 8th St., Berkeley, Cal.

THE
Kawneer
COMPANY
ARCHITECTURAL METAL PRODUCTS
Store Front Metals • Aluminum Roll-Type Awnings
Modern Entrances • Aluminum Facing Materials

ORNAMENTAL IRON
BY Coffman

HOW TO

Beautify a Doorway for $15.13

Shown above is one of the beautiful Coffman hand-wrought ornamental iron screen grilles which range in price as low as $15.13, F.O.B. factory.

A Screen Grille Adds Charm and Individuality

A lovely entry invites friends, makes a home so much more attractive. A gleaming white enameled Coffman Grille gives "eye appeal" and "sales appeal" to a new house, too.

Hand-Forged Craftsmanship

Like the work of skilled artisans of years ago, Coffman hand-wrought craftsmanship from iron bar stock gives each grille its large drawn scroll tips, graceful lines, and beautiful spirals, bringing Old World beauty and individuality to the modern home.

Stock Designs at Low Cost

Standardized for economy, Coffman Grilles fit modern building needs. Installation is easy with screws and a grille will last a lifetime. They give the greatest screen protection and strengthen the door frame.

Stock Sizes for All Doors

Grilles are available for all stock single panel, two panel screen and combination storm doors.

EASY TO ORDER

Just check dimensions of your door and dimensions of inside screen opening. Your lumber or building supply dealer will show you Coffman designs, or place an order for you.

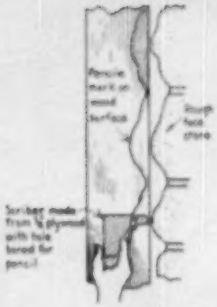
Write Department AB, P.O. Box 1113, for free catalog of designs, sizes and prices.

Manufacturers of the Original
"Complete Builders Line"
of Hand-Wrought Ornamental Iron

The R. J. Coffman Co. Inc.
ORLANDO FLORIDA

TECHNICAL GUIDE for Builders and Craftsmen

How to Scribe a Board to a Stone Wall



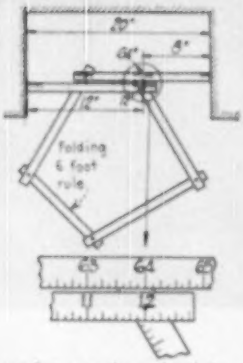
WHEN scribing a board to a stone wall it is essential that a close, tight fit be obtained. This can best be done by using a scriber made from ¼-inch-thick plywood. This scriber is shaped as shown in sketch to conform easily to the hand. A small hole is made in the plywood close to the top and a convenient distance from the pointed edge to receive a pencil. This hole should be placed on a level with the edge of scriber and should be approximately the same diameter as the pencil in order to hold it securely in place.

Scriber can be reversed to scribe from either left or right, top or bottom, by taking out the pencil and inserting from the opposite side.—Submitted by Arthur N. Nelson, Kansas City, Mo.

HOW TO DO IT · HOW TO DO IT · HOW TO DO IT

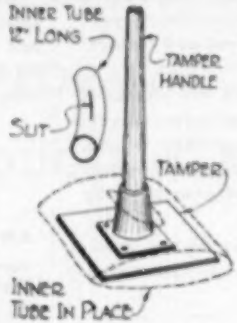
How to Take Inside Measurements with Folding Rule

BY USING an ordinary six foot folding rule, inside measurements can be easily taken such as cabinets, windows. To use, fold the rule in the manner shown in the sketch, being sure that the larger figures on rule are on the top horizontal member. Place the ends of rule against the sides to be measured. Using the reading on the lower scale as a reference mark, add this dimension to the difference between the above number and 72 inches the maximum figure on the rule. Thus in the example, 72 inches minus 64 inches equal 8 inches. Eight inches added to 12, which is the reading on the lower scale, totals 20 inches, the difference between the ends of the rule. —Submitted by John E. Benter Hampton, Iowa.



HOW TO DO IT · HOW TO DO IT · HOW TO DO IT

How to Keep Face of Concrete Tamper Clean



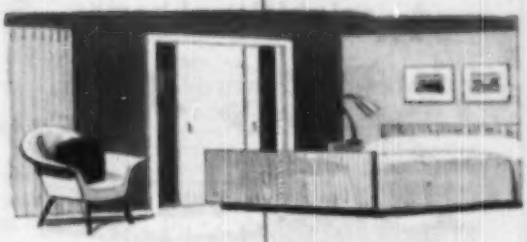
WHEN using a concrete tamper for subgrades and back fill damp clay and dirt will adhere to the tamper face. To avoid this difficulty cut off a piece of rubber inner tube length of tamper face. Cut slit in side of tube for tamper handle. Pull tube down and stretch over tamper face.—W. A. Woodard, Volga, So. Dakota.

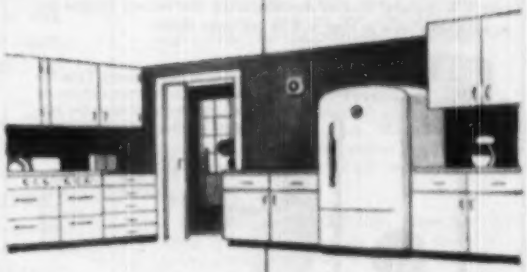
American Builder will pay $5.00 for each short cut or job pointer that is accepted for publication. Send all material to Architectural Editor, American Builder, 79 W. Monroe St., Chicago 3, Ill.

Give Home Buyers What They Want Most

with

STANLEY
Residential
SLIDING DOOR HARDWARE





Nothing adds so much SELL to a house as space. You can provide extra space, even in small homes — and make your selling job easier — by installing Stanley Sliding Door Hardware.

Doors that slide open and shut, easily, appeal instantly to today's home buyers. For here is a new living idea . . . a style note as well as a space-saver, to make the homes you build more spacious, more desirable.

Home buyers right in your community will read about Stanley Residential Sliding Door Hardware in The Saturday Evening Post. Take advantage of the prestige of the Post and the Stanley name in hardware — include this wanted feature in your building plans and turn prospects into customers. The Stanley Works, New Britain, Connecticut.

NEW STANLEY HARDWARE ITEMS

NO. 34 CABINET LATCH (Box Type). Closes easily, holds firmly because jaws adjust automatically to wood shrinkage. Self-working strike, elongated screw holes for accurate application. Bright zinc plated steel.

NO. 1267 GATE LATCH. For swing in, out or double acting gates. Mounts on top, latches automatically. Brass spring and pivot, with universal and surface strikes. Bright zinc plated steel.

NO. 27 SCREW CORNER BRACE. Has the new, narrow 1" face to fit narrow stiles. Plunges square the corners and reinforce the frame. Set of four clipped together. Japanned or bright zinc plated.

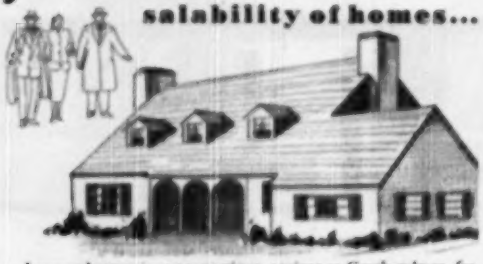
Send for folder which illustrates and describes the complete line of Stanley Sliding Door Hardware, with door plans, header construction and installation details.

STANLEY

Reg. U.S. Pat. Off.

HARDWARE · TOOLS · ELECTRIC TOOLS · STEEL STRAPPING · STEEL

Universal-Rundle fixtures- add to the salability of homes...



because harmonious proportions, ancient as Greek culture, feature U-R designs. Quality manufacturing and refined designs are as acceptable now as they will be ten years hence.

Decked with U-R Luxury-Trim fittings, lavatories of vitreous china or enameled iron will enhance the setting of new or remodeling projects.

Rigid cast-iron tubs with multicoat, vitreous enamel finishes have that inviting-to-use and easy-to-clean look. Corner and wide seat recess models are available.

Functionally designed and free from dirt-trapping corners, U-R china water closets match the line with acceptable features.

PLUS VALUES IN HOMES WITH U-R KITCHENS

You can point with pride to the utility features and eye-appeal of Universal-Rundle kitchens. Unit adaptability and range of sizes of cabinet sinks, counters and wall cabinets permit custom-like fittings to kitchens of many sizes and shapes.

Be sure! Make Universal-Rundle your feature line. Its high quality is obvious. Its price is competitive. For information about Universal-Rundle products return the attached coupon today.

Universal-Rundle

UNIVERSAL-RUNDLE CORPORATION
NEW CASTLE, PENNSYLVANIA
PLANTS IN *New Castle, Pa.; Camden, N. J.; Milwaukee, Wis.; Redlands, Calif.*

UNIVERSAL-RUNDLE CORPORATION
NEW CASTLE, PENNSYLVANIA
Please send information regarding the U-R line to:

Name _____
Address _____
City _____ State _____
Firm _____

Catalogs and
HOW-TO-DO-IT INFORMATION

706—SELF-PROPELLED AGGREGATE SPREADER—Bulletin S.P.S. 9, describing the new Jaeger Self-propelled aggregate spreader, is available from The Jaeger Machine Co., Columbus 16, Ohio. Bulletin describes how spreader accurately lays base and surface aggregates, free-flowing bituminous mixtures and plant-mixed stabilized soil—up to 12 feet 6 inches.

707—SWING-LOADER, CRANE, BACKHOE—Illustrated bulletin describes latest type hydraulic powered loader that handles from ¾-yard standard material bucket up to 2-yard snow bucket with 180 degree swing. Attachments provide quick conversion to mobile yard or factory crane operating 14 to 23-foot booms, or to ⅝-yard backhoe excavator. Mandt Manufacturing Co., 400 W. Goodale St., Columbus 8, Ohio.

708—STEEL DOORS AND FRAMES—Architect's specifications, construction details, dimensions, and other pertinent information concerning the new Amweld steel doors, frames, and sliding closet units are featured in an illustrated 8-page folder issued by the Building Products Division of The American Welding and Manufacturing Co., Warren, Ohio. A separate bulletin is available on packaged sliding closet door units.

709—CAST IRON BOILERS—Catalog No. 561 illustrates and describes the "100" Series boilers in Type A for automatic firing with gas or oil and in Type H for hand firing, for use with either steam or hot water systems. Catalog No. 562 is devoted to the "200" Series boilers in Types A and H. Both catalogs cover a wide range of National Heat Extractor cast iron boilers, and are issued by the National Radiator Co., Johnstown, Pa.

710—PORTABLE PIPE TOOLS—Bulletin released by Beaver Pipe Tools, Inc., Dana Ave., Warren, Ohio, is filled with information contributed by users of Beaver tools, and highlights concerning the new Model-C portable power units. Also described is the Beaver "77" power threader designed for use with electric power drives.

711—METAL TILE PRODUCTS—Metal Tile Products, Inc., Hastings, Mich., has released a 16-page 4-color booklet describing their products. Illustrations effectively show installations of Alumtile, a wall tile fabricated from aircraft aluminum and finished in lustrous enamel. Hastings Alumi-Shield awnings are also shown.

712—ADJUSTABLE DISCHARGE CONCRETE MIXER—Bulletin 49-13 published by Chain Belt Co., 1600 W. Bruce St., Milwaukee 4, Wis., describes the new Rex Adjustable discharge Moto-Mixer. Mounting dimensions, drawings, and specifications are included, as well as illustrations showing how the adjustable discharge feature works on the job.

713—BATHTUB HANGERS—The Lucke hangers, which are adaptable to every bathtub make and dimension, are illustrated and described in a new brochure issued by William B. Lucke, Inc., P.O. Box 177, Wilmette, Ill. How a tub may be built firmly into the wall construction, behind the wall finish, with protection from cracks or leaks at the plaster line, is explained.

Most Powerful Chevrolet Trucks Ever Built!

Plenty of power—and dependable power—to handle heavy loads at lowest cost! Two great engines bring you new power, new stamina, new and spectacular performance with economy. These 1950 Chevrolet P•L trucks are the most powerful trucks Chevrolet has ever built.

In performance, popularity, payload and price, Chevrolet is the outstanding leader! Chevrolet is the nation's choice for every trucking job . . . and on each job, these P•L trucks have established their right to leadership by years of outstanding service.

CHEVROLET MOTOR DIVISION, *General Motors Corporation*
DETROIT 2, MICHIGAN

Far ahead with all these PLus *Features:*

• TWO GREAT VALVE-IN-HEAD ENGINES: the New 105-h.p. Load-Master and the improved 92-h.p. Thrift-Master—to give you greater power per gallon, lower cost per load • THE NEW POWER-JET CARBURETOR: smoother, quicker acceleration response • DIAPHRAGM SPRING CLUTCH for easy action engagement • SYNCHRO-MESH TRANSMISSION for fast, smooth shifting • HYPOID REAR AXLES—5 times more durable than spiral bevel type • DOUBLE-ARTICULATED BRAKES—for complete driver control • WIDE-BASE WHEELS for increased tire mileage • ADVANCE-DESIGN STYLING with the "Cab that Breathes" • BALL-TYPE STEERING for easier handling • UNIT-DESIGN BODIES—precision built.

CHEVROLET P*L*

ADVANCE-DESIGN TRUCKS

P*opularity L*eaders

The public's overwhelming preference for Chevrolet is proof of owner satisfaction earned through the years. Beyond question, Chevrolet P•L trucks are the nation's leading choice in the entire truck field.

P*erformance L*eaders

The new Chevrolet P•L trucks give you high pulling power over a wide range of usable road speeds—and on the straightaway, high acceleration to cut down total trip time.

P*ayload L*eaders

The rugged construction and all-around economy of Chevrolet P•L trucks cut operating and repair costs—let you deliver the goods with real reductions in cost per ton per mile.

P*rice L*eaders

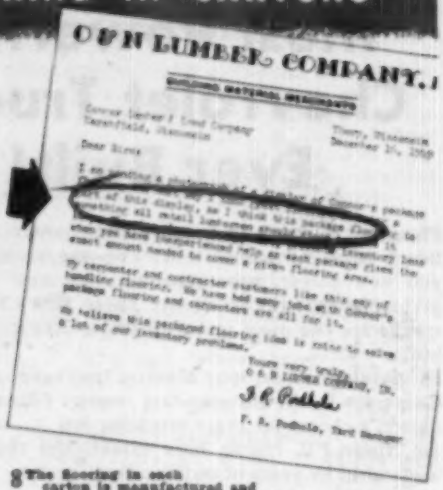
from low selling price to high resale value, you're money ahead with Chevrolet trucks. Chevrolet's rock-bottom initial cost—outstandingly low cost of operation and upkeep—and high trade-in value—all add up to the lowest price for you.

CHEVROLET

CONNOR "LAYTITE" FLOORING IN CARTONS

(or Regular Lengths in Bundles)

"something all retail lumbermen should stock"


O & H LUMBER COMPANY

1 Carton has new retail sales appeal

2 Carton keeps flooring clean and dry

3 Carton keeps moisture content more uniform

4 Carton makes inventory easy—contents clearly marked for grade and scale

5 Carton gives buyers exact cost of 10 sq. ft.

6 Carton saves time in laying mixed lengths without breaking several bundles

7 Carton saves you money in reducing handling costs

8 The flooring in each carton is manufactured and graded under MFMA specifications

The CONNOR LUMBER AND LAND CO.

Sales Office Marshfield, Wisconsin

P.O. Box 112-M — Telephone No. 3 or 418 — Teletype—Marshfield No. 26

Catalogs

(*Continued from page* 138)

714—PLUMBER'S BRASS GOODS—The Eljer Co., Ford City, Pa., offers a new 16-page catalog presenting the firm's complete line of brass goods. Products shown include the Eljer renewable faucet units, pop-up wastes, compression faucets, self-closing faucets, bath and shower fittings, curtain rods, sink faucets, angle and straight stops, traps, wastes, crumb cups, P.O. plugs, closet and lavatory supply pipes, towel bars, and lavatory legs.

715—PONDEROSA PINE WOODWORK FOR TODAY'S HOMES—is title of an impressive and colorful 32-page booklet published by the Ponderosa Pine Woodwork Association, 38 S. Dearborn St., Chicago 3, Ill. Booklet is designed to stimulate consumer demand for Ponderosa Pine woodwork products, and to offer application ideas to builders and architects.

716—ALUMINUM AND BRASS MOULDINGS—The Wooster Products Inc., Wooster, Ohio, announces a new catalog and handbook describing the various styles and types of metal mouldings. Additions to the Wooster lines of aluminum and brass mouldings and redesigned types of standard mouldings are shown in this new catalog and handbook No. 150.

717—WOOD PRESERVATIVES—A 6-page bulletin issued by the Chapman Chemical Co., 770 Dermon Bldg., Memphis 3, Tenn., describes termite habits, signs of termite infestation in wood, and directions on how to stop attack and how to save wood already infested. The Bulletin, No. T-49, is titled "Guarding Your Property Against Damage Like This."

718—WIRING SERVICES—Four-page folder illustrates and describes new cost-cutting specification grade wiring devices for the electrical contractor. Designed to speed work and cut costs, plastic devices are manufactured to meet requirements in residential, commercial, and industrial wiring jobs. Monowatt Incorporated, 66 Bissell St., Providence, R. I.

719—NEW WAY TO INSTALL COUNTER FLASHING—Literature offered by Fry Reglet Co., Div. of Watts Electric and Manufacturing Co., Birmingham, Mich., describes and illustrates Fry Flashing Reglet, rolled metal form.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department (March, 1950)
American Builder,
79 W. Monroe St., Chicago 3, Ill.

Please send me additional information on the following product items, or the catalogs, listed in this department:

Number _____

Name _____

Street _____

City _____ State _____

OCCUPATION* _____

*Please note that occupation must be stated if full service is to be given.

I CUT THE WASTE in Materials and Labor EVERY TIME I USE National Electric

FLEXSTEEL

FLEXIBLE LIGHT-WALL CONDUIT

Cuts installation time more than 50% under rigid conduit . . . Reduces conduit footage . . . Virtually eliminates the waste in materials and labor.

- ✓ No bending tools needed
- ✓ No exacting measurements required
- ✓ No coupling or jointing
- ✓ No short pieces or waste
- ✓ Easy to carry and handle
- ✓ Easy to fit—outlet to outlet
- ✓ Easy to cut on the job
- ✓ Easy to fish

A FULLY GROUNDED STEEL CONDUIT SYSTEM AT MINIMUM COST

This rounded channel-iron shape adds strength— Makes fishing easy over the roller-bearing surface. The spring action of the cold-rolled steel holds a true circular cross section under any bend.

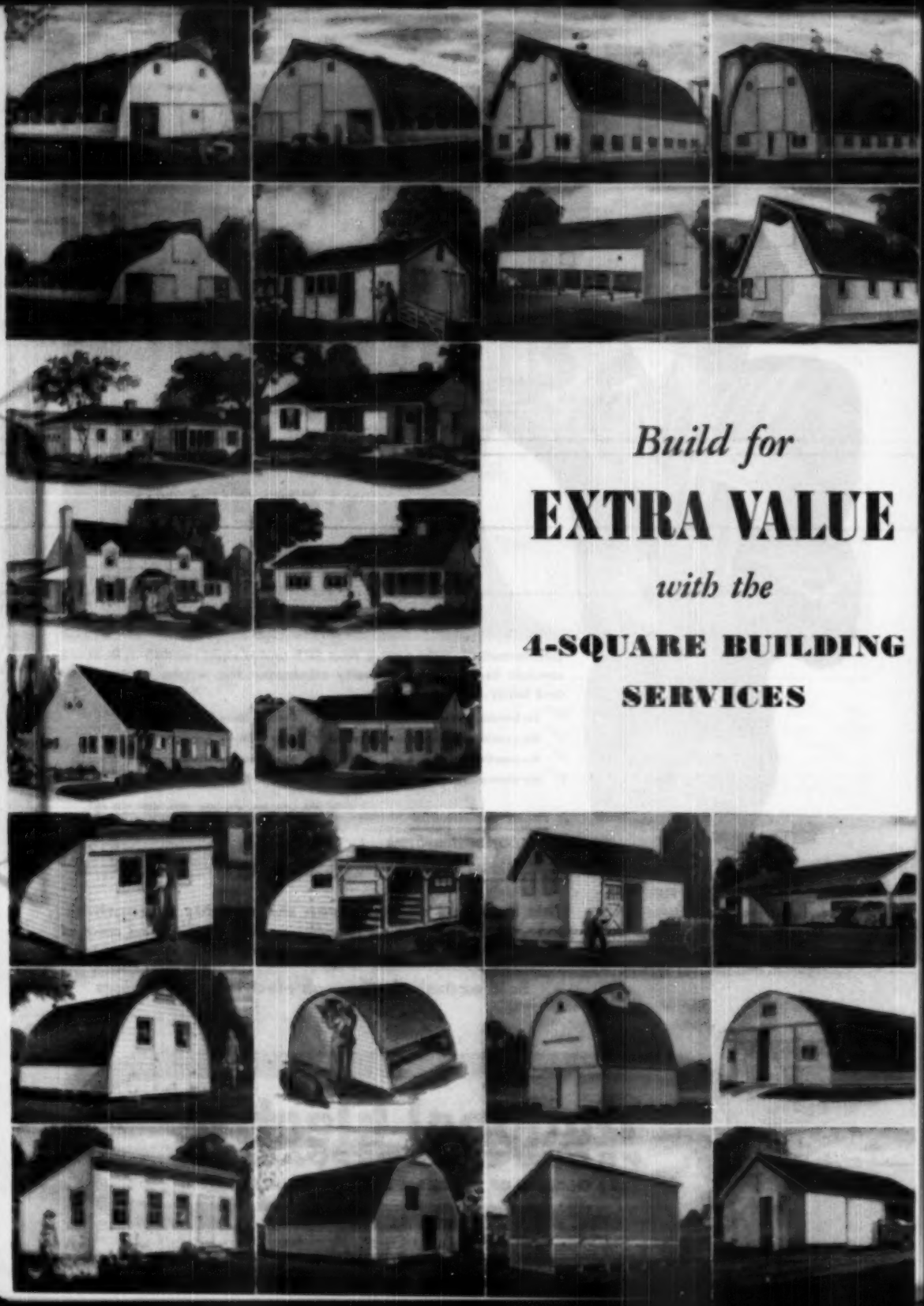
You'll like the convenience and economy of NE FLEXSTEEL flexible conduit. Listed by Underwriters' Laboratories, Inc. FLEXSTEEL is an approved pull-in and pull-out system.

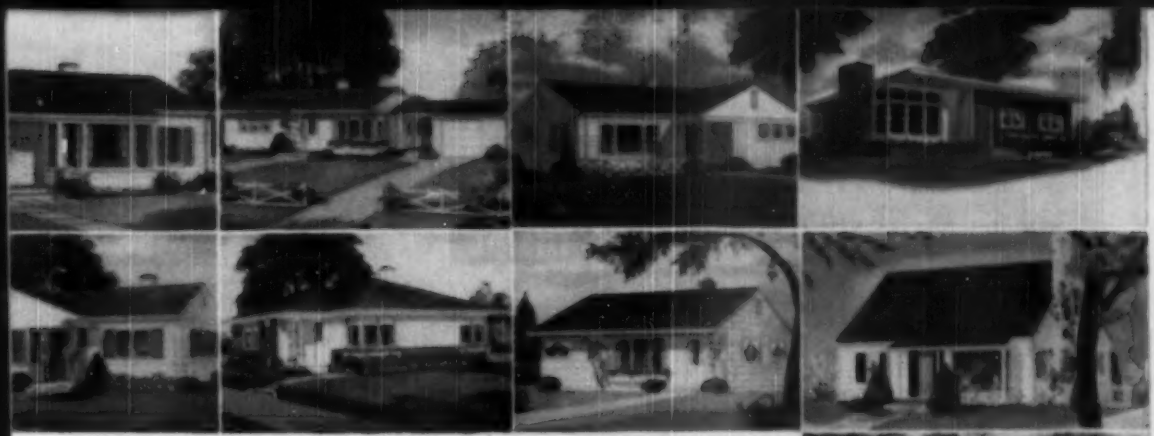
Sold exclusively through electrical wholesalers

NATIONAL ELECTRIC PRODUCTS NE SPRING 6 SYSTEM WORKS AND LABELS

National Electric
PRODUCTS CORPORATION

1329 CHAMBER OF COMMERCE BLDG., PITTSBURGH 19, PA.


Build for
EXTRA VALUE
with the
4-SQUARE BUILDING
SERVICES



There is much in these Building Services for you . . . more today than ever before, because today owners are searching for greater value.

These 4-Square Building Services were developed to make available to builders plans for homes and farm buildings . . . plans that are professionally designed and Weyerhaeuser engineered . . . that are complete with blueprints, material lists and easy estimating forms.

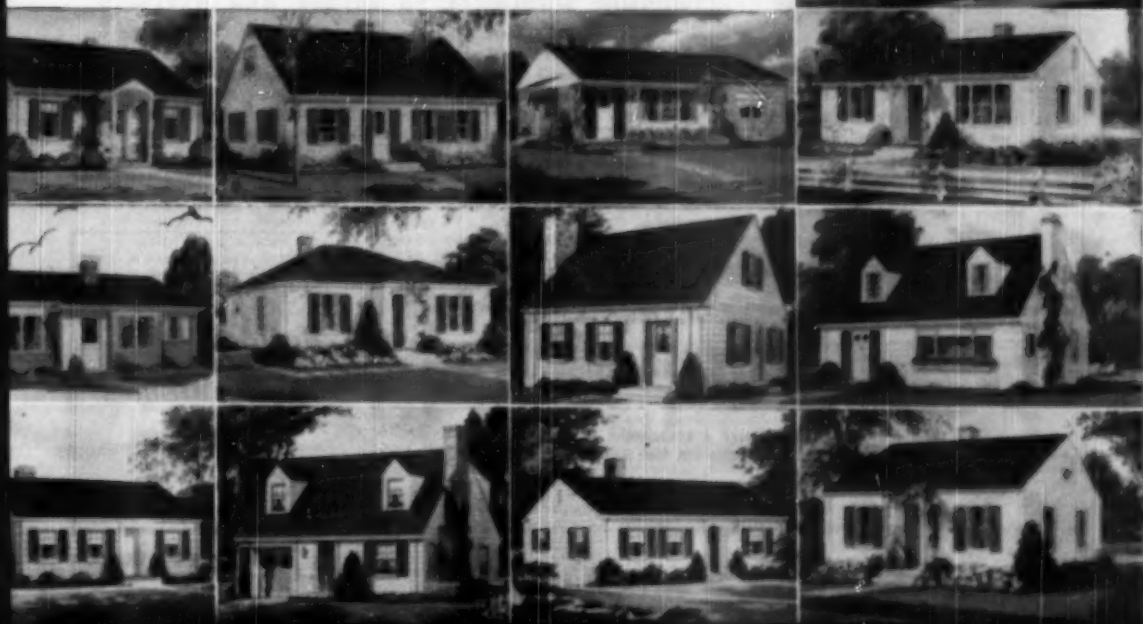
You will find your crews doing better building jobs with these designs engineered for the use of precision sizes of ready-to-use 4-Square lumber and other standard building materials . . . you'll gain in fast, accurate erection and the elimination of needless sawing, fitting and material waste.

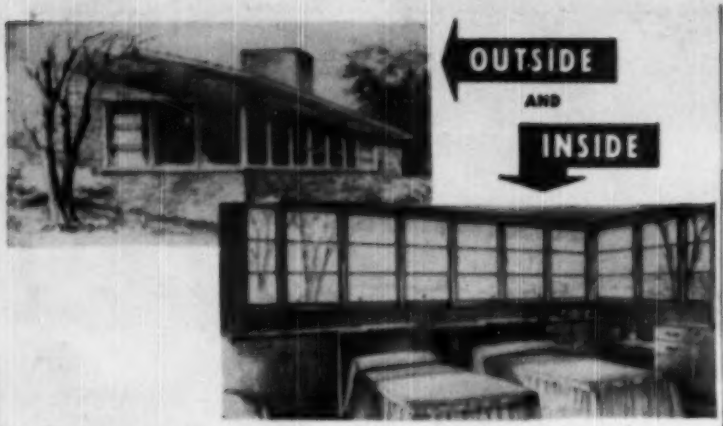
Whether you serve the small house field, or the farm market, the 4-Square Building Services can help you deliver extra value at no extra cost. See your 4-Square Lumber Dealer about these modern Building Services.

Weyerhaeuser

4-SQUARE LUMBER AND SERVICES

WEYERHAEUSER SALES COMPANY • SAINT PAUL 1, MINNESOTA





Pella CASEMENT WINDOWS

PROVIDE CUSTOM WINDOW EFFECTS from STOCK SIZE UNITS

Pella Casement Units can be combined into more than 300 different sizes of varying width and height. Installation cost is cut to a minimum because all Pella Casement Windows are completely assembled and pre-fitted at the factory. Pella Casements, in modular dimensions, fit right into specified rough openings.

CHECK THESE CONVENIENT, LOW-COST Pella FEATURES

ROLSCREENS — Pella casements are equipped with inconspicuous, convenient Rolscreens that roll up and down like window shades. Rolscreens eliminate putting up, taking down, painting, repairing and save valuable storage space.

DUAL GLAZING AND WEATHERSTRIPPING — All Pella Casements are dual glazed to insulate against winter cold and summer heat . . . weather-stripped to eliminate drafts.

EASY TO OPERATE — Pella's patented hinge design and construction assure easy operation.

FITS ALL TYPES ARCHITECTURE — Pella Casements fit snugly into wood, frame, brick, brick veneer, stone, etc. They convey dignity and stateliness to Colonial architecture . . . enhance Cape Cod "coziness" . . . lend breadth to Modern or Spanish styles and sturdiness to half-timbered English.

3-LIGHT WIDE UNIT — Only Pella can build these wide casement units, made possible because of Pella's patented hinge design, superior sash construction and steel inner frame.

For Further Information, see our catalog in SWEET'S ARCHITECTURAL AND BUILDING FILES

ROLSCREEN COMPANY, Dept. B-16, Pella, Iowa

Without obligation, send me PELLA CASEMENT DETAIL file . . . a complete set of drawings showing sizes, applications and various combinations of Pella Casement units.

Name _____

Firm _____

Address _____

City _____ State _____

PELLA CASEMENTS • ROLSCREENS • VENETIAN BLINDS

Prefab Boon to Builder

(*Continued from page 95*)

Some of the Volz houses are placed on concrete slabs and crawl space is provided in others. When slabs are used, asphalt tile is used throughout as floor covering. The houses built over crawl space are on joists and have finished hardwood floors.

Closets in living room and bedrooms are the compartment wall type with sliding doors. Standard Page and Hill kitchen cabinets, with sliding doors, are installed.

For heating, Volz has used space heaters, Coleman floor furnaces, Lennox highboys and Coleman highboy forced warm air plants.

Volz states that the only limitation to his sales has been the absence of construction loans in the community. He estimates that if temporary financing had been available to cover costs during the construction period, his house sales in 1949 would have been doubled.

L. F. Whittemore New Brown Co. President

F. G. Coburn has announced his resignation from the post of president of the Brown Co. and Brown Corp., effective Dec. 31. His successor is Laurence F. Whittemore, who recently resigned from the presidency of the New Haven Railroad.

Coburn, who assumed the Brown presidency in 1943 at the request of the directors to lead a program of rehabilitation of the company's business and properties, will remain as a member of the board of directors.

Whittemore has been actively associated with Brown Co. since 1935, when he became a member of a stockholders committee during the company's reorganization. He became a director of the reorganized firm in 1941.

The board of directors of the company announced that it had voted unanimously to transfer the office of the president from Boston to New York, where the sales office is located.

See *American Builder* PRIZE *Winning Homes* in the APRIL ISSUE

Marchmont Courts apartments, Cleveland, Ohio, use aluminum windows throughout. Braverman & Halperin, Architects; M. Applebaum, General Contractor.

"Freedom from Painting

DICTATED OUR CHOICE OF ALUMINUM WINDOWS"

"We selected aluminum windows because of freedom from painting costs, larger glass area per window opening and lower installation costs," says Mr. M. P. Halperin of Braverman and Halperin, architects for Cleveland's distinguished Marchmont Courts. Now, after three years of service, owners, contractor and architects report complete satisfaction with their choice; have specified aluminum windows for a companion apartment now under construction.

Each year, as proof of economy and long life piles up, more builders and owners are demanding windows of Alcoa Aluminum. Aluminum windows are available now in all standard types and sizes. For the names of manufacturers, write ALUMINUM COMPANY OF AMERICA, 1485C Gulf Building, Pittsburgh 19, Pennsylvania.

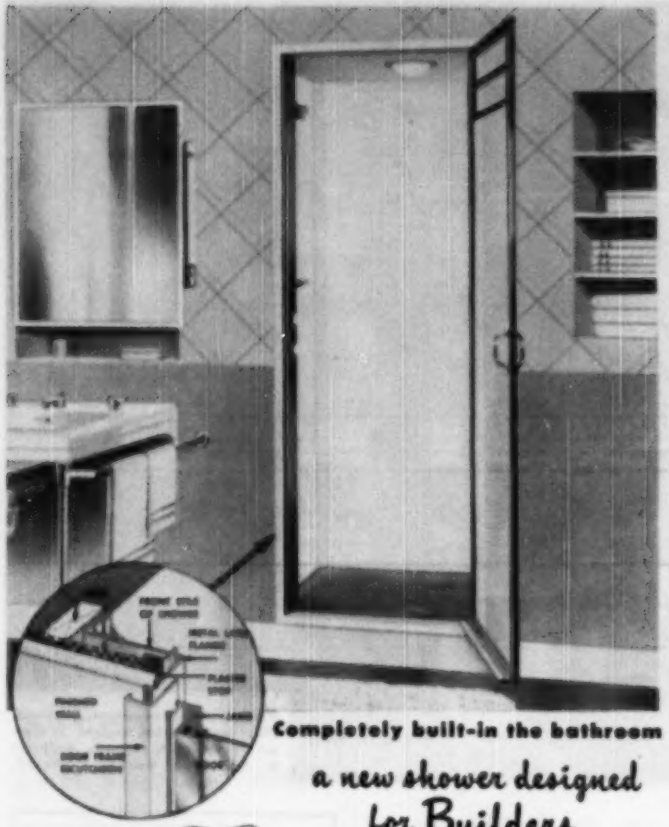
ANOTHER REASON WHY

Full-color Alcoa advertisements in national magazines are telling readers why aluminum windows make a home a better buy.

ALCOA FIRST IN **ALUMINUM**

ALCOA ALUMINUM

INGOT • SHEET & PLATE • SHAPES, ROLLED & EXTRUDED • WIRE • ROD • BAR • TUBING • PIPE • SAND, DIE & PERMANENT MOLD CASTINGS • FORGINGS • IMPACT EXTRUSIONS
ELECTRICAL CONDUCTORS • SCREW MACHINE PRODUCTS • FABRICATED PRODUCTS • FASTENERS • FOIL • ALUMINUM PIGMENTS • MAGNESIUM PRODUCTS



Completely built-in the bathroom

a new shower designed for Builders

BUILT-IN *Cadet* SHOWER, DESIGN 19B

. . . with Precast Terrazzo Receptor

Completely recessed, door flush with wall of bathroom, no exposed metal panels.

Beautiful in appearance—clean interior, no screws or projecting fastenings to mar the bright white, smooth enameled finish.

Permanently water-tight—no mortar joints to crack and leak.

Installed cost is much less than tile or other built-on-the-job showers. Only one trade required for installation.

Size, 36" x 36" x 80"—curtain or sephyr door as illustrated, bonderized, galvanized steel walls, baked-on synthetic white enamel—will not rust.

Install a Fiat 19B Cadet on your next job. You will find this shower readily accepted by home buyers.

FIAT METAL MANUFACTURING COMPANY
THREE MANUFACTURING PLANTS
(Chicago area plant) Franklin Park, Ill.
Long Island City 1, N.Y. Los Angeles 33, Calif.
In Canada: Fiat showers are made by Porcelain and Metal Products, Ltd., Orillia, Ontario

FIAT

Please send catalog of Fiat Showers, Receptors and Doors. Also builders bathroom floor plan sheet.

NAME _____

COMPANY _____

STREET _____

CITY _____ ZONE ____ STATE _____

Mail to Fiat Metal Mfg. Co., Franklin Park, Ill.

The Best Is Yet to Come

(*Continued from page 120*)

ing . . . "workless, dirtless, automatic." Bathrooms, too. There are new screens to command attention with a long list of spectacular advantages. Exterior sidings and shingles are available in a wide variety of materials and colors.

As we turn page after page we read about new types of plywood, prefinished hardwood floors, telephone raceways, sliding doors, steel doors, attic fans, sewer pipe, radiant heating, folding stairways, awnings, fireplaces, insulation, utility room equipment, dry wall construction, glass blocks, wood preservatives, garbage disposal units, water systems and garage doors. The list seems almost endless and, of course, the all-important point is that it includes each and every part of the home. Nothing is missed, not even the nails. Lumber, too, is available which has been pressure-treated to prevent rot when used in dark, damp areas—lumber that no self-respecting termite will touch.

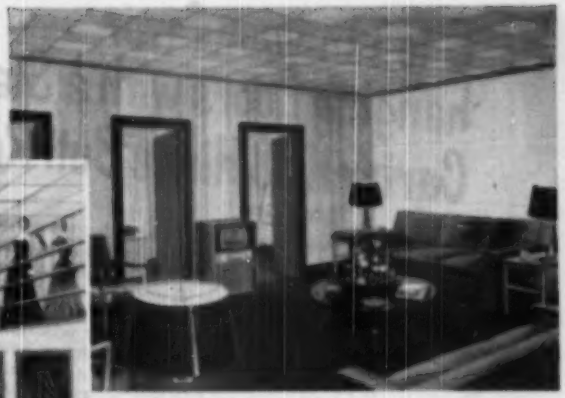
Now, it naturally is true that even with all these new and improved products it still is possible to get a poor house if the many component parts are not put together properly. Craftsmanship plays a major role in determining quality. But it likewise is true that home parts gradually have become larger. Work formerly done under unfavorable conditions on the building site now is frequently done in factories and plants by skilled workmen. Construction methods are changing like everything else and the end result is more work for everybody.

It may be a long time before every new, satisfactory material and all possible construction changes are incorporated in the majority of houses. There are so many products and so many different ways of doing things that personal preferences of architects, home builders and owners can be given full sway. No matter how much tastes and needs may differ, all can be satisfied. The rich, the poor and the in-between can all have the homes they like and can afford.

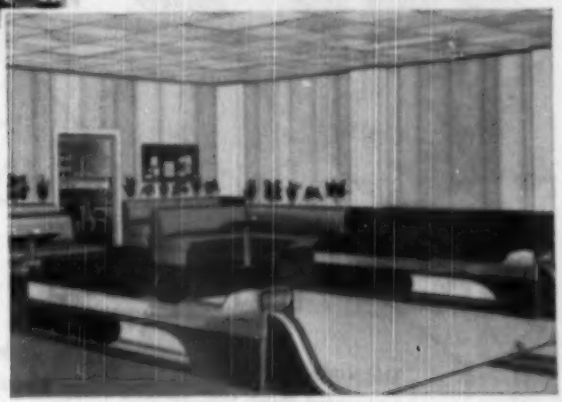
Just as is the case with the 1950 automobile, the 1950 home must be backed up with more and better salesmanship. Selling techniques will improve as the gap closes between supply and demand. More and more sales points will be built into the houses themselves. New materials and equipment—better construction methods will continue to gain in importance.

It's all going to be great fun . . . an interesting adventure. Don't sell the home building industry short. The best is yet to come.

IDEAS...



IDEAS...



As advertised in the Saturday Evening

POST...

to bring you more jobs!

MONTH after month, full color page illustrations like these are giving remodeling ideas to millions of POST readers—many right in your own community. They feature the new Gold Bond Insulation Board, Tile and Plank. They tell about harmonizing color blends and the big variety of modern, low-cost, remodeling possibilities. They are seeds, planted to make extra business and profits easier for you to harvest.

Be sure to recommend Gold Bond Insulation Board Products for any remodeling job—home or commercial. These colorful products for walls and ceilings are now available at your local Gold Bond Lumber & Building Material Dealer.

NATIONAL GYPSUM COMPANY, BUFFALO 2, NEW YORK

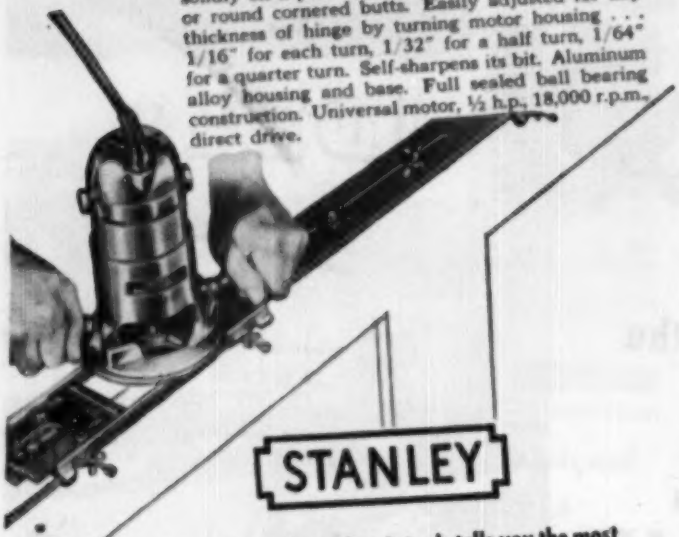
You'll build or remodel better with

Gold Bond

Decorative Insulation Boards, fireproof Wallboards, Lath, Plaster, Lime, Sheathing, Wall Paint, Rock Wool Insulation, Metal Lath and Sound Control Products.

6 to 1 in your favor hanging doors with a Stanley-Carter HB8 Hinge Butt Router

You can cut out for butts on 6 doors with this precision power router in the time it would take you to mark and cut recesses by hand for just one door. You get a perfect fit every time . . . each butt set solidly on a perfectly flat surface. Cuts for square or round cornered butts. Easily adjusted for any thickness of hinge by turning motor housing . . . 1/16" for each turn, 1/32" for a half turn, 1/64" for a quarter turn. Self-sharpens its bit. Aluminum alloy housing and base. Full sealed ball bearing construction. Universal motor, ½ h.p., 18,000 r.p.m., direct drive.



STANLEY

This trade mark on electric tools tells you the most important thing you need to know about tools

When you buy an electric tool you have to take somebody's word about gears, motor, bearings, shaft, switches, power, etc. Whose word about tools could be more reliable than the word of "Stanley" . . . tool makers for over 100 years. On electric tools the name, Stanley, means the tools are quality built, thoroughly tested and honestly rated. Covered by a generous guarantee and serviced by a network of Stanley Service Stations. See your dealer or write for complete catalog. Stanley Electric Tools, 492 Myrtle St., New Britain, Connecticut.

W7 Safety Saw Heavy duty for fast cutting. Double handle and independent trigger switches for easy handling in all positions. Saw teeth covered at all times. Simple adjustment for depth of cut (0" to 2½") bevel cuts up to 11½" wide at 45°.

J4A Power Plane, ½ h.p., 18,000 r.p.m., will plane any width edge up to 2-3/16", straight or bevel cuts up to 45°. Spiral cutter leaves smooth, waveless surface even against grain. Self-sharpens cutter. Bracket, supplied, converts J4A to bench jointer.

STANLEY

Hardware • Tools
Electric Tools
Steel Strapping • Steel

T3 Door and Jamb Templet

For use with hinge butt router. With this combination a man can mortise up to 75 doors and jambs a day. Every mortise letter-perfect; no recutting, shimming or driving hinges. Adjustable for any size door.

Prefab Housing Today

(*Continued from page 85*)

prefabricators are devoting the major portion of their output to the production of these homes, typical models of which are illustrated here.

An increased acceptance of prefabricated housing was demonstrated last year in a number of cities where this method of building became a decisive factor and the outstanding projects of lower-priced homes were prefabricated.

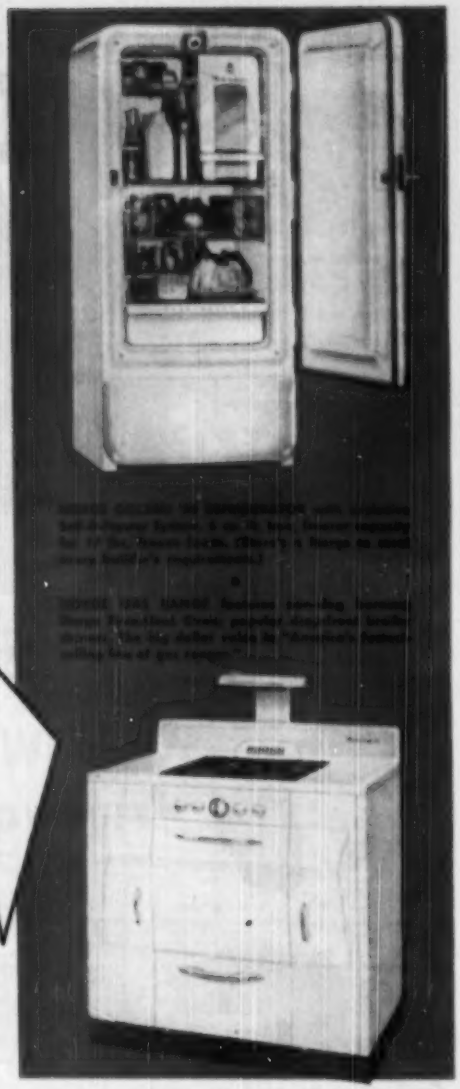
One example was in Indiana. According to FHA, the two largest projects of low-cost houses built in 1949 in the entire state were the Kessler Park subdivision and Brookville Village, both in Indianapolis. Prefabricated houses were built exclusively in both of these developments. The Kessler Park subdivision of 400 houses, larger of the two, is described in this issue, starting on page 92. Brookville Village, the second project, is a $1,000,000 subdivision of 152 single-family houses which was completed in December. Here, two-bedroom houses of the Thyer Manufacturing Corporation were erected at the rate of one to two each working day. Selling price for the complete dwelling, with lot, was $6,400. All of these dwellings were sold before construction, from one model house advertised in the local newspaper on one week end. Financing terms were: $400 down, total monthly payments $40, on a $6,000, 25-year mortgage insured by FHA.

Syracuse, N. Y., provides another example of cities where prefabricated houses are coming into prominence. The Pizio brothers, Alfred and Mario, were among the first conventional builders in that area to switch to factory-made housing. This was late in 1947 when they were finally persuaded to try three houses manufactured by Ivon R. Ford, Inc., of McDonough, N. Y.

The Pizio boys have made a big success of their prefab operation. When they were building houses by conventional methods, they averaged five to ten dwellings a year. Last year, they erected and sold almost 100 Ford homes. They have two sizable projects under way. Pine Ridge Manor consists of 80 larger Ford homes selling for $8,424 to $9,800. In August, they began the erection of low-cost houses in Maple Manor. By November, they had completed 31 of these smaller houses which sell for $7,395. The house has a full basement, and an expansible second floor with stairway and gable

(*Continued on page 150*)

...Because the Way to a Woman's Heart is Through the Kitchen–



Equip with NORGE

You sell her on the house with imaginative kitchen planning. You soften him up by including the price of major kitchen appliances in the deal.

You'll find it easiest to get them both agreeing that you provide maximum value if you make the appliances NORGE.

LOTS OF reasons why NORGE-equipped houses SELL

Norge is one of America's best known, most heavily advertised appliance lines. More – it has an outstanding reputation for advance design, exclusive features of the most wanted kind.

Perhaps most important, Norge is known for superior quality – enjoys an outstanding reputation for solid engineering and construction to outlast a mortgage.

Norge appliances are beautifully designed – by the W. B. Ford organization. And, from where you sit, they're beautifully priced... finest all 'round values to be had.

From every angle, there's high wisdom in outfitting the kitchen – with Norge.

For Detailed Information SEND COUPON TODAY

NORGE Division, Borg-Warner Corporation,
Dept. AB-3, Detroit 26, Michigan
Att.: Director of Contract Sales

Send me more information on the following appliances:

- ☐ Refrigerators
- ☐ Automatic Washers
- ☐ Electric Ranges
- ☐ Water Heaters
- ☐ Gas Ranges
- ☐ Home Heaters

Name.....
Title.....
Company.....
Street.....
City.....
Zone.....State.....

SEE NORGE BEFORE YOU BUY

SEE THE FEATURES OF AMERICA'S FINEST HOME APPLIANCES

When H. C. Little oil heat is installed in a new home, the *purchaser* gets supreme comfort and the delightful convenience of exclusive H. C. Little self lighting and fully automatic operation . . . plus lower upkeep throughout the long life of the equipment.

In addition, look what YOU get...

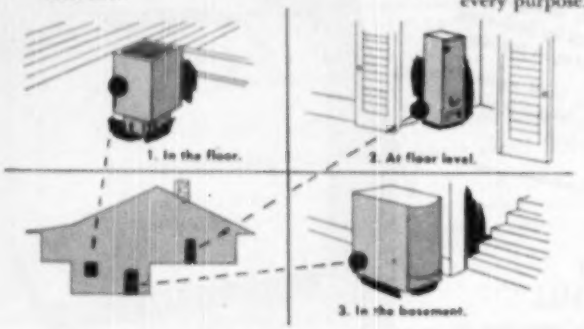
You get an essential home feature with *far more* than ordinary sales appeal.

You get the advantage of low first cost.

You get the added saving of low installation cost.

You get the benefit of obvious high quality that creates customer confidence in hidden materials.

You get a wide selection of types and models for every purpose.



1. The H. C. Little oil floor furnace, the ONLY one that is self lighting, needs no basement.
2. H. C. Little upright furnaces for first floor provide luxurious comfort and fit modern home plans to a "T".
3. Basement winter air conditioners, like all H. C. Little units, are *especially* designed for maximum comfort and efficiency in *small* homes.

Write Dept. A-3

H. C. Little Burner Company

San Rafael, California

Factory Representatives:

Baltimore, Md.
Belmont, Mass.
Boise, Idaho
Chicago, Ill.
Columbus, Ga.
Des Moines, Iowa
Detroit Lakes, Minn.
Fayetteville, N. Car.
Kansas City, Mo.
Newark, N. J.
Portland, Oregon
Prescott, Ariz.
Reno, Nevada
Salt Lake City, Utah
Seattle, Wash.
St. Louis, Mo.
St. Petersburg, Fla.

Prefab Housing Today

(*Continued from page* 148)

windows so that the buyer can complete additional bedrooms later.

These examples illustrate the increasing use of factory-prefabricated dwellings by builders constructing homes in the lower-price range. Prefabricators believe that as time passes more and more builders will use their product to erect homes for this market, while continuing to use conventional methods for providing higher-priced, custom made houses. The wide range of prefabricated homes on the market today, however, is not limited to low-cost houses. Prices of prefabricated houses sold last year run from $5,100 up to $30,000. Many companies discovered their low-cost houses stimulated interest in more expensive models. Visitors to low-cost housing projects who could afford to pay more, often became interested in prefabricated homes and ordered larger models.

Another development has been the activity of prefabricators in producing housing for the rental market. This work has not received much attention because most of the companies have been making only single-family houses. However, one prefabricating concern which specializes in garden-type apartment buildings has received a contract for a 1,000-unit military rental housing project to be built at Fort Bragg, N. C., under the Wherry Act. This project is to consist of 600 apartment units in 100 separate buildings and 400 single-family homes. All units will be frame construction with brick veneer. A few companies are making duplexes for the rental market. Some observers see in prefabrication the means of more quickly constructing modest-priced rental units in communities where public housing advocates are saying that private enterprise cannot do the job.

Home Building Record in '49

An all-time record of 1,019,000 new non-farm dwelling unit starts was set in 1949, the U. S. Labor Department's Bureau of Labor Statistics reported in releasing preliminary totals for the year. This total is nearly nine per cent above the previous high mark of 937,000 units established in 1925.

Don't Miss
American Builder's
Prize Winning Homes
April Issue

Why Silentite Windows ...make happy home owners!

WEATHER STAYS *OUTSIDE*

Patented "floating" weather-strips—exclusive Curtis-designed weather-stripping at head, meeting rail, and sill—*plus* the insulating value of a wood window. That's why Silentite windows are weather-tight—dust-tight. Wind infiltration is reduced to a minimum—comfort stays *in* while the weather stays *out*.

EASY YEAR-ROUND OPERATION

No tugging, no straining, to open a Silentite window. Silentite spring suspension keeps these windows operating easily through constant use. No rattling or banging either—and, of course, no weights, cords or pulleys. Curtis also makes Silentite in casement units.

MODERN BEAUTY IN 12 STYLES

Slender mullions—wide glass areas—beautiful Mitertite trim—these qualities put Silentite windows at the head of the beauty parade. Silentite windows are available in 12 sash styles—all economical because they are quickly installed. Silentite is a popular choice with women.

Curtis makes a complete line of architectural woodwork for the modern home. Make your next house "all Curtis."

THE CURTIS WOODWORK
SILENTITE
the "insulated" window

Curtis Companies Service Bureau
AB-55 Curtis Building
Clinton, Iowa

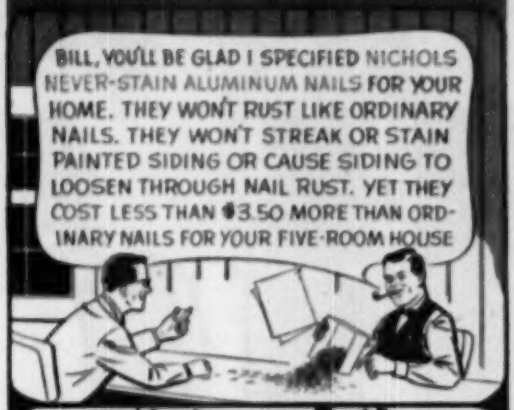
Please send me book on *Silentite windows, including casements.*
I am ☐ architect ☐ contractor ☐ prospective home builder ☐ student.
(Please check above.)

Name.....

Address.....

City.....State.....

BUILD PRESTIGE . . .
SATISFY CUSTOMERS
This Easy, Economical Way



Yes! THERE'S A BIG DIFFERENCE IN NAILS!

Nichols Never-Stain Aluminum Nails are etched from head to tip for greater holding power . . . drive easy . . . lighter to carry . . . and cost less to apply because no countersinking or puttying is necessary! Billions have been used.

A WIDE VARIETY OF TYPES AND SIZES
NOW PACKAGED FOR THE JOB!

• Aluminum Roofing Nails • Wood Siding Nails — Casing or Sinker Head • Asbestos Siding Nails • Rock Lath Nails • Shingle Nails • Asbestos Shingle Nails • Cedar Shake Nails • Drywall-Board Nails • Roofing Nails with or without Gore-Lee neoprene washers

NICHOLS WIRE & ALUMINUM CO.

ALUMINUM IS NOT A SUBSTITUTE!

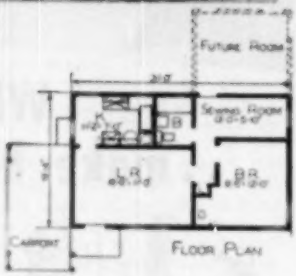
Expansible plan a feature of low-cost home project

Provisions for future bedroom or den are part of units designed for Whittier's young families

AN EXPANSIBLE floor plan was the dominant concept in the development of Greenleaf Village. That—and a desire to produce a low-cost home. Vista, Inc., of Los Angeles, constructed 145 small homes with these ideas in their new project located in Whittier, Calif.

All units are designed to accommodate a future expansion by the owner in the sleeping area of the house, although the added space might also be used as a den.

The houses, priced at $6500 to $6750, contain 598 square feet of area. They are located on lots measuring 62 by 100 feet. The price includes a carport and driveway. A $1500 down payment was required with a monthly payment of $47, including taxes. The Whittier Building and Loan



COMPLETELY furnished model house above helped sell customers at Greenleaf Village. Typical floor plan used, with probable expansion outlined, right

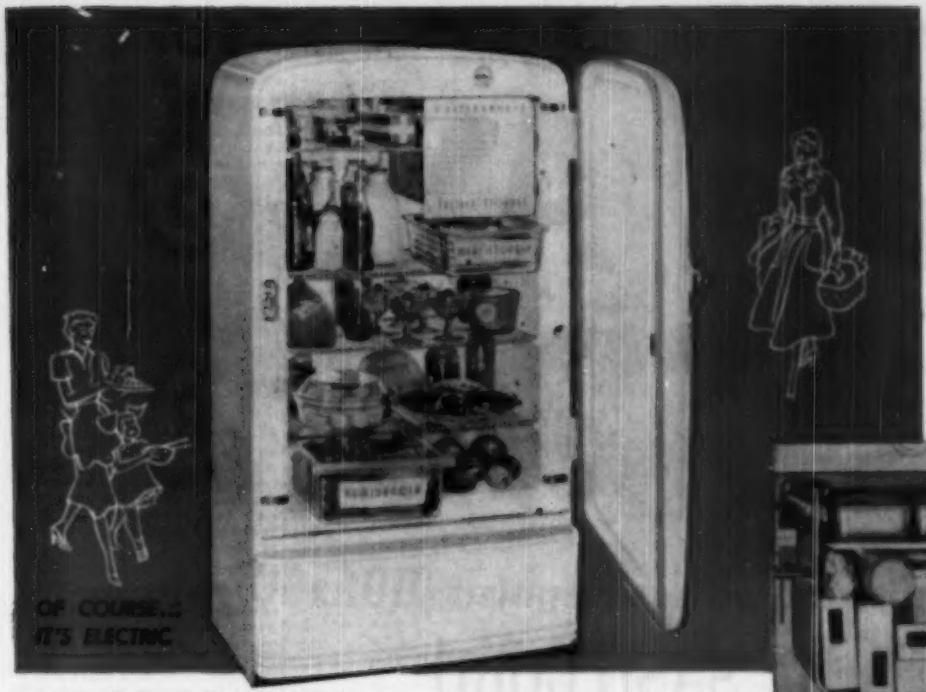
Company handled the financing. Special arrangements were made for a second trust deed so that only a $750 down payment was required of some buyers.

The units were built on concrete slabs with conventional framing, stucco exteriors, and plastered interiors. The low-pitched roofs, including an extensive overhang, were built-up, covered with an aggregate. Asphalt tile cover the floors. Heat for the houses is supplied by Dual Panelrays, heating units that depend largely on direct infra-red radiation. These heating units are manufactured by the Day and Night Division, Affiliated Gas Equipment, Inc.

A shower is provided over all bathtubs. A 20-gallon heater supplies hot water. A combination sink and laundry tray with tile drain and backsplash has been installed in every house. Screens for the houses are aluminum. Another feature of the houses is the use of Multibreaker switches or control panels.

More than six exteriors were used to give variety to the project, also promoted by differing colors and porch arrangements.

Since an adobe soil condition prevailed, it was necessary to equip each house with a seepage pit in addition to a regular septic tank. Further, surface water is found here at 20 feet, making it mandatory to place the seepage pit at a 30 foot depth. The tract is in an unincorporated area.



WARM UP PROSPECTS WITH COLDER COLD

Big Space Refrigerator for Small Kitchens Keeps Frozen Foods Perfectly

That's what prospects for new homes and apartments want. And that's what they get, if you install this Model SA-7 Westinghouse Refrigerator. It's a full 7 cubic footer yet takes no more space than former 5 cubic foot models. Powered by the exclusive Westinghouse Economizer Mechanism which has record of 20 years of economical, trouble-free performance. Extra capacity makes possible COLDER COLD in the Freezing Compartment for safe storage of frozen food and ice *plus* safe, steady cold in the general storage areas, with low percentage of running time.

Put the power of the Westinghouse name to work for you in selling new homes or renting apartments. Write for particulars.

WESTINGHOUSE ELECTRIC CORPORATION

Appliance Division • Mansfield, Ohio

Plants in 25 Cities—Offices Everywhere

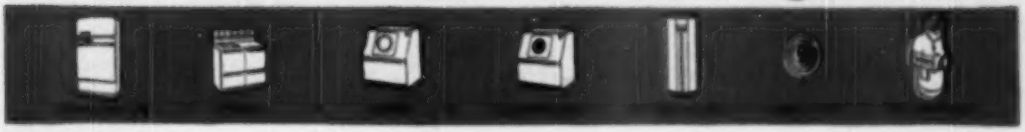
TUNE IN TED MALONE... Every Day, Monday through Friday ABC Network

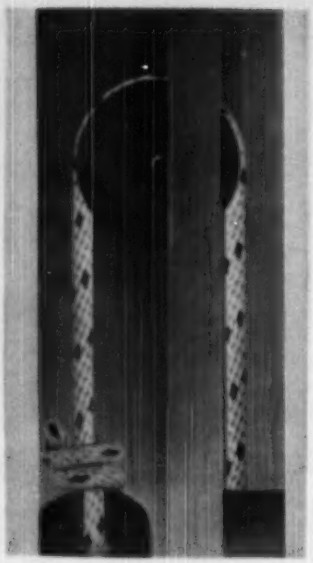
FREEZING COMPARTMENT. Freezes and stores 21 lbs. of foods and ice.

HUMIDRAWER. Holds nearly ¼ bushel of fruits and vegetables.

MEAT STORAGE. Glass tray stores 15 lbs. of meat in proper cold.

YOU CAN BE SURE..IF IT'S Westinghouse





®

SPOT SASH CORD

Simplicity — no other device is as simple or as permanently efficient for balancing double-hung windows as the time-tested combination of Spot Cord, pulleys and weights. Perfect and permanent balance and noiseless operation are assured. There is nothing to get out of order.

The part that takes the wear is the cord — and Spot Sash Cord will last almost indefinitely. It is made of extra quality fine cotton yarn, firmly and smoothly braided, and guaranteed free from imperfections.

Identified by our trade-mark, the Colored Spots (Reg. U.S. Pat. Off.) Send for sample card with table showing right sizes for different weights.

®

SAMSON CORDAGE WORKS

BOSTON 10, MASS.

NEW PRODUCTS

(*Continued from page* 132)

CELLAR DOORS **AB35032**

Convenience and safety are provided with use of Bilco Celladoors, which are made of copper-steel or aluminum. Trim, permanent

doors fit every type of construction. Style and size available for every home. They install quickly, and are stocked by leading supply dealers. The outside basement entrances are weatherproof, sag-proof, termite-proof and tamper-proof. The Bilco Co., 164 Hallock Ave., New Haven 6, Conn.

PAPER DISPENSERS **AB35033**

New complete line of paper towel and toilet paper dispensers is announced by this firm. Toilet paper dispensers are designed to dispense either single or double-fold toilet paper. A two-tone appearance is provided by the stainless steel tops with white enamel bodies. Stainless steel tops withstand discoloring caused by burning cigarettes. The full-length and width front door with rounded corners is held securely in place by a lock at the top. The slot in lower front of door provides the amount of paper supply at a glance. Width, 5-3/8 inches. Depth, 2-1/8 inches, and height, 7-3/4 inches. The Bennett Manufacturing Co., Alden, N. Y.

LADDER PLATFORM **AB35034**

Rungg-Stop, "a little platform on a ladder," provides working comfort for carpenters or painters. In two sizes, 7x11¼ and 7x14

inches, platform offers plenty of standing room. Eliminates sore arches or aching leg-muscles. Always level with ground at any ladder-slant. Requires only seconds to change to another rung. Fits single or extension rung ladders. Insulation & Refractories Co., Williamson, Wayne County, N.Y.

(*Continued on page* 158)

VITRAMIC IS BACK!...

again RUBEROID brings you the crowning achievement in the field of asbestos siding

Yes . . . that deluxe asbestos siding . . . Ruberoid Vitramic . . . is again in production. A wartime casualty because of shortages of scarce materials and manpower, Vitramic needs no introduction to the thousands of builders who used this finer siding in prewar years . . . *and created a silent salesman with every home built!*

Every homeowner who is willing to pay a little more for the best becomes an enthusiastic Vitramic booster when you demonstrate the outstanding advantages of the hard, smooth, vitreous-ceramic surface that stays brighter and cleaner through years of weather-defying service. Yes . . . you can do a real job of *selling* the qualities of Vitramic over any other siding because your customer can *see* the difference in the very convincing demonstrations you are able to make right before his eyes. You can show him *why* and *how* it resists dirt, grime and soot . . . and *what* Vitramic gives him that no other siding can match.

The new Vitramic is better than ever . . . the result of more than ten years of Ruberoid research and development. With competition getting keener . . . this finer asbestos siding provides the extra value your customers are seeking. Whether on new homes or old, Vitramic truly represents the last word in performance . . . the crowning achievement in asbestos siding.

For easier sales . . . for bigger profits . . . for the utmost in customer satisfaction, play up Vitramic in your sales and advertising programs . . . and watch how quickly your business will benefit from this better-than-ever Ruberoid exclusive-feature product.

GIVE YOUR CUSTOMERS MORE FOR THEIR BUILDING DOLLAR WITH RUBEROID

VITRAMIC ASBESTOS-CEMENT SIDING

The RUBEROID Co.

BUILDING MATERIALS FOR HOME, FARM AND INDUSTRY

Executive Offices: 500 Fifth Ave., New York 18, N. Y.

Sales Offices: BALTIMORE, MD. • BOUND BROOK, N. J. • CHICAGO, ILL. • DALLAS, TEXAS • ERIE, PENN. • MINNEAPOLIS, MINN. • MILLIS, MASS. • MOBILE, ALA.

BOOK REVIEW

BACK a few years ago book publishers discovered that there was some special sales magic in the two-word phrase "how to" when applied to basic instruction books. Fortunately, since then these same publishers have taken pains to develop the "how to" teaching technique to a point where today there are many books that really live up to the "how to" claims made for them. The two books on stair building that we discuss this month are both excellent "how to" volumes and we will tell you why.

STAIR BUILDING

By Gilbert Townsend; Second Edition, 200 pages, illustrated, 5½ inches by 8½ inches. American Technical Society, $2.50. *No. 12 in adjoining column.*

First, a good "how to" book should be written in simple language because it is used not only by the experienced craftsman but also by the young apprentice. Secondly, a "how to" book must be well illustrated with clear-cut pictures, diagrams, plans, and drawings keyed directly with the text for easy reference. Finally, the book should be written by an author thoroughly familiar with his subject. STAIR BUILDING by Gilbert Townsend is a book that goes a long way toward fulfilling these three "how to" requirements.

Stair building, as many *American Builder* readers know, can be a pretty fascinating part of a carpenter's work because of the interesting layout problems involved. Or it can be an awful headache for the inexperienced builder tackling his first few jobs. The important thing is that there are definite layout and construction rules for stair building that have come to be accepted as standard and once these rules have been learned by the builder, the rest is comparatively easy.

Mr. Townsend in his book gives the reader a full description of all types of stairs and their location. He explains the fundamentals and details of laying out strings, framing, balusters, winders, headroom, dimensions and other essential factors. The second half of the book is devoted to building the stairs, stair finish, curved handrails, bevels, laying out handrails and face molds, how to lay out stairs, and arrangement of stairs in the house plan. All of which is good meaty information that just about every general contractor and carpenter should know.

SIMPLIFIED STAIR LAYOUT

By J. Douglas Wilson and S. O. Werner, First Edition, 58 pages, illustrated, 7¼ inches by 10 inches. Delmar Publishers Inc. $1.25. *No. 11 in adjoining column.*

While this 60-page paper-bound book does not pretend to be as all-inclusive as the Townsend volume we nevertheless like it a lot since it has reduced the "how to" of stair building to its basic essentials and then by word and picture have presented those essentials in such an effective manner that misunderstanding them is out of the question. Part A is devoted to stairway types, stairway construction, stairway mathematical and layout terms, and stairway parts. Part B deals with mathematical calculations (nothing very hard about them), and layout procedures. The book ends with a handy index of stair building terms. All in all, a very neat job.

A SPECIAL

Here's an easy way to get new essential information that will help you increase your income. Every volume a standard work by leading authority. Remember—it's the informed builder who is the successful builder.

ESTIMATING

1. **THE BUILDING COST CALCULATOR.** By John R. Smith. A system for arriving at building construction cost by use of schedules giving cost of standard units of construction at varying costs of labor and materials. $10.50.
2. **SIMPLIFIED CARPENTRY ESTIMATING.** By J. W. Wilson and Cloil M. Rogers. Everything needed to "take-off" a bill of materials from set of plans and specifications for a frame house—with many helpful quick-reference tables and short-cut methods that simplify the work. $3.00.
3. **THE BUILDING TRADES HANDBOOK.** Ready reference on building subjects—mathematics, architectural drawing, structural design, materials and methods. $1.75.
4. **CONTRACTOR'S MATERIAL LIST.** A 10-column take-off form for complete listing of materials and labor costs. $1.00.
5. **SPECIFICATIONS.** Full set of detailed house specifications (and item index), with spaces for inserting the pertinent descriptive data. $.50.

CARPENTRY AND BUILDING

6. **HOUSE CONSTRUCTION DETAILS.** Compiled by Nelson L. Burbank. Exact working guide on every detail of house construction from foundation to finish. Tells dimensions, materials, processes, step-by-step working methods. $4.50.
7. **HOUSE CARPENTRY AND JOINERY.** By Nelson L. Burbank. Every step of carpentry in and around a house, clearly explained and illustrated. Covers every job from foundation forms to interior trim. $3.00.
8. **PRACTICAL JOB POINTERS.** More than 850 "tricks of the trade," short cuts, kinks and modern methods of doing all kinds of carpentry and building repair jobs. Cross-indexed for quick reference. Fully illustrated. $4.00.

THE STEEL SQUARE

9. **STEEL SQUARE POCKET BOOK.** By Dwight L. Stoddard. Illustrated and worked-out problems of laying out common rafters, hipped, octagon, hexagonal and circular roofs, roofs of uneven pitch, and curved roofs. $1.25.
10. **SIMPLIFIED ROOF FRAMING.** By J. Douglas Wilson and S. O. Werner. Tells how to frame gable, hip and unequal pitch intersecting roofs. Contains short-cut methods, clear and practical explanations. $2.00.
11. **SIMPLIFIED STAIR LAYOUT.** By J. Douglas Wilson and S. O. Werner. Basic work book presenting easily understood fundamentals of stair building.
12. **STAIR BUILDING.** By Gilbert Townsend. S.B. Fully illustrated explanation of every problem in design and construction of stairs. $2.50.

PLAN BOOKS

13. **AMERICA'S BEST SMALL HOUSES.** Exterior and interior views, floor plan sketches, material specifications and descriptions of 40 new low-cost homes. $3.95.

BOOK ORDER SERVICE—

14. HOUSES FOR GOOD LIVING. By Royal Barry Wills, A.I.A. Photographs and floor plans of 34 fine homes by a leading architect. $4.00.

15. SUNSET WESTERN RANCH HOUSES. Authoritative book on the California ranch house, with thorough pictorial descriptions and ground floor and site drawings. $3.00.

16. DUPLEX AND APARTMENT HOUSES. By J. W. Lindstrom. Floor plan sketches and brief descriptions of 35 duplexes, 11 4-apartment buildings, and 5 larger ones ranging from 8 to 12 apartments. Cubic footage given. $1.00.

17. CABINS, COTTAGES AND SUMMER HOMES. BY B. S. Mason and F. H. Kock. Full instructions for building vacation homes. $2.50.

18. PREMIER BOOK OF GARAGE PLANS. Full-scale complete working blueprints, and pictures, of one and two-car garages. $.50.

HEATING AND PLUMBING

19. MODERN METHODS OF HOME HEATING. Standard heating systems illustrated with 17 floor plans showing heating outlets, 40 photos of equipment and installations, 25 boiler and piping connection diagrams, and 11 heat loss calculating tables. $.50.

20. HEATING, VENTILATING, AND AIR-CONDITIONING FUNDAMENTALS. By W. H. Severns and J. R. Fellows. Provides complete understanding of modern heating and ventilating equipment and methods of installation. $8.50.

21. RADIANT HEATING. By T. N. Adam. A practical guide to design and installation of radiant heating, snow melting, and radiant cooling systems together with step-by-step procedures. $6.00.

22. HOW TO DESIGN AND INSTALL PLUMBING. By A. J. Matthias, Jr. Every step in the design and installation of the plumbing system, to fulfill requirements indicated in blueprints and specifications, explained and illustrated. $3.50.

PAINTING AND DECORATING

23. PRICE GUIDE FOR PAINTERS AND DECORATORS. Tables covering practically every type of work done by the painter and decorator, with suggested prices based on various wage scales. $1.25.

24. PAINTING AND DECORATING CRAFTSMAN'S MANUAL. Sponsored by the Painting and Decorating Contractors of America. $2.00.

BRICKWORK AND MASONRY

25. HANDBOOK OF BRICK MASONRY CONSTRUCTION. By John A. Mulligan. For mason contractors, estimators and construction engineers. $3.50.

26. MASONRY SIMPLIFIED, Vol. I. By J. Ralph Dobell and Gilbert Townsend. Complete explanation of the tools, materials and practices of masonry—including blueprint reading, use of concrete block, clay tile and brick, building masonry sidewalks, driveways, floors, and steps. $4.50.

27. MASONRY SIMPLIFIED, Vol. II. Practical masonry procedures in the various phases of construction, from building forms for concrete to constructing fireplaces and septic tank systems. Includes discussion of handling new products such as glass blocks, waterproofing mixtures and insulating blocks. $5.00.

ELECTRIC WIRING

28. INTERIOR ELECTRIC WIRING AND ESTIMATING. By Albert Uhl, A. L. Nelson and C. H. Dunlap. How-to-do-it book on interior wiring and cost estimating. $2.75.

29. WESTINGHOUSE HOME WIRING HANDBOOK. By A. Carl Brodahl. A guide for planning the wiring of moderate-priced homes, with emphasis on safety, effectiveness and efficiency. $1.00.

MISCELLANEOUS

30. HOME BUILDERS MANUAL FOR CONTRACTORS. Provides convenient data and check lists to follow all operations connected with construction of a home. Loose-leaf binder permits additions of special material pertaining to project being constructed. $3.00.

31. PRACTICAL ACCOUNTING AND COST KEEPING FOR CONTRACTORS. Complete instructions and examples showing proper methods of keeping time and compiling costs on all classes of construction work. $3.00.

32. BOOK OF SUCCESSFUL FIREPLACES. Best available book on how to construct indoor and outdoor fireplaces. $.50.

BOOK ORDER COUPON—*MAIL NOW!*

Book Service Department, American Builder
Simmons-Boardman Publishing Corporation
30 Church Street, New York 7, N. Y.

Please send me at once the books indicated by the numbers circled below. Remittance (plus 10c per book to cover mailing costs) enclosed for $_____

1 2 3 4 5 6 7 8 9 10
11 12 13 14 15 16 17 18 19 20
21 22 23 24 25 26 27 28 29 30
31 32 33*

*No. 33 sent FREE if order totals $5 or more

Name _____

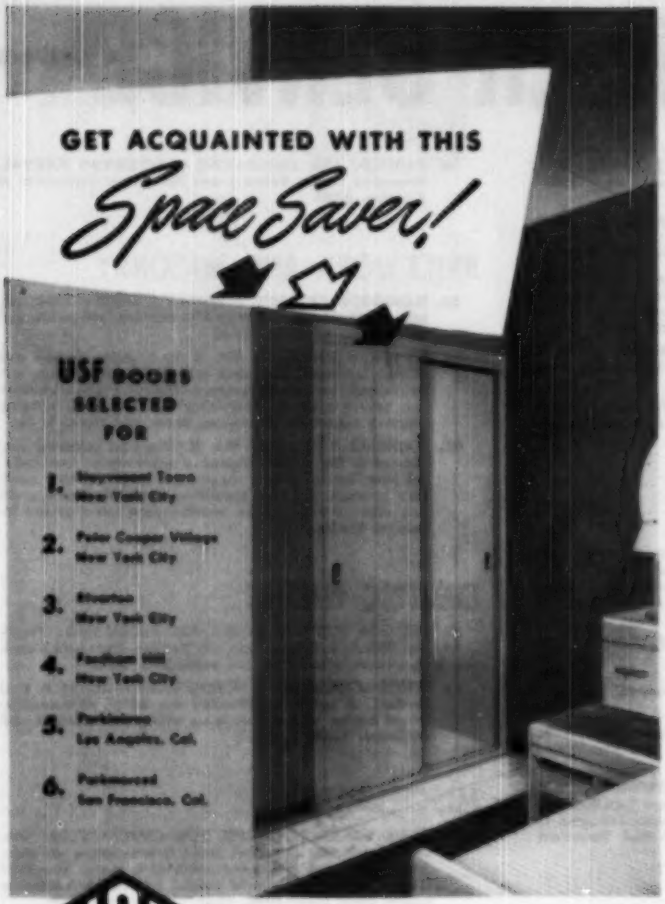
Address _____

City _____ Zone _____ State _____

A.B. 3-50

33 BLUEPRINT PLANS. Contains 12 complete blueprints of modern small homes designed by leading architects. Also descriptions and floor plans of 9 other houses, 7 garages; sketches of built-in equipment. $1.00.

Your copy sent FREE if your Order totals $5.00 or more. Use coupon at left—mail today.



USF *Sliding* CLOSET DOORS and FRAMES

Space economy, installation economy and overall lower cost —the prime requirements of today's building—are the three big reasons you should use USF Sliding Closet Doors. Steel panel construction of a new, improved vertically-welded type, assures you of dependable dimensional accuracy, squareness and plumb. Nothing to sag, nothing to warp, and a lifetime of service. Unique track and roller arrangement assure easy sliding. Installation is fast, sure and low cost. Overall cost is less than you think. Let us send you the facts.

Write for complete data

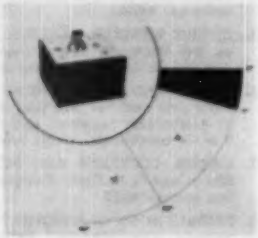
UNITED STEEL FABRICATORS, INC.
WOOSTER, OHIO

NEW PRODUCTS

(*Continued from page* 154)

FLOOR HINGE FOR DOORS AB35049

Improved Pittco Checking floor hinge, for use with all-glass doors, incorporates graduated pressure areas in the normal 90 degrees opening arc. The initial 15 degrees



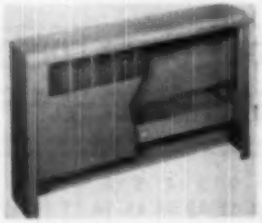
has the greatest spring load to prevent opening from wind pressure. The next 60 degree area, the arc of greatest use, has a reduced spring load to facilitate ease of opening. In the final 15 degrees the spring load builds up gradually to give snubbing action against violent opening. At 90 degrees there is a hold-open position. Pittsburgh Plate Glass Co., 632 Duquesne Way, Pittsburgh 22, Pa.

TRANSLUCENT PLASTIC PANELING AB35042

Alsynite translucent plastic paneling weighs approximately eight ounces per square foot, is easily handled and erected, and may be sawed with hand or power saws and secured with ordinary sheet metal screws or bolts. In six different colors, rose, green, yellow, maize, aquamarine, and opalescent. Three different corrugation patterns are available, in standard size sheets arranging from 8 to 12 feet in length and from 26 to 40 inches in width. Used for interior partions, shower doors, windbreaks, patio and porch roofs, garage doors, and as colorful decorative panels in dens, bars, and playrooms. Allied Synthetics Co., San Diego, Calif.

CABINET CONVECTORS AB35038

Rittling cabinet convectors are available in 4, 6, 8 and 10-inch depths (other than semi-recessed style which is produced in 6, 8, and 10-inch depths), and produced in



lengths of 4-inch increments from 16 to 64 inches. Complete line includes recessed, semi-recessed, free standing or wall hung types. Designed for use with steam or forced hot water systems, heating elements having seamless copper tubes expanded into aluminum fins under a Rittling patent. Made of heavy gauge steel. The Rittling Corp., 1298 Niagara St., Buffalo 13, N. Y.

(*Continued on page* 160)

Right out of college . . . A SALES LESSON by K & M "*Century*" APAC

At Rutgers University, The State University of New Jersey, New Brunswick, K&M "Century" APAC is used in the University Commons. Here APAC is seen on the faculty dining room walls. APAC is also used in the cafeteria.
Architect: Mayers, Yost & Sawyer **Contractor:** Highland Park Building Co.

When you're quoting on a wall paneling job that has to be good, at minimum installation and maintenance costs, there is sales leverage for you in the lesson of K&M "Century" APAC at Rutgers University. Both the new cafeteria and the faculty dining room, in the University Commons building, required trim and restful interior walls—plus initial and long-term economy. APAC was used. You can cite its ability to fit the building budget as neatly as it fits the walls!

On any project—interior or exterior—this K&M Asbestos-Cement Board produces all the savings that go with handy, swift erection and elimination of fussy finishing. Not even paint is necessary.

As to low maintenance, the K&M combination of asbestos and cement in APAC is the foe of fire and weather, rust and rot, rodents and termites. Therefore APAC excels when you install it for siding—for ceilings, panels and partitions—for sheathing and casing—for flat sections in general. That's volume business. You can make out a strong case for it with APAC.

Get full information about "Century" APAC from your K&M Dealer, or write us direct. We'll attend to your inquiry promptly.

Original manufacturers of Asbestos-Cement Roofing Shingles in this country.

K'EASBE'Y & MATTISON
COMPANY • AMBLER, PENNSYLVANIA

STOP PLASTER CRACKS

USE THE

BURSON CLIP SYSTEM

A practical method for installation of gypsum lathing on wood construction. No special tools or methods of building are required. The clips insure firm, permanent attachment of gypsum lath to framing, yet provide the vital "slack" which allows the wood structure to settle, twist or warp without cracking the plaster.

• BUILD YOUR REPUTATION

You add to your reputation for quality work when you use BURSON CLIPS. The construction of finishing walls and ceilings insures you —

• CUSTOMER SATISFACTION

No more disgruntled homeowners over unsightly cracks . . . no more costly patching work.

IT'S ECONOMICAL AND EASY TO INSTALL

Standard lathing nails are used with BURSON CLIPS, with 80% less nailing necessary. This speeds installation and cuts your labor costs.

THE BURSON CLIP for Suspended Ceilings

The BURSON "C" CLIP for gypsum lathing on suspended ceiling construction eliminates tedious hand tying to furring channels and enhances the fire safety of the construction. Widely used in Industrial Projects throughout the country. Send for complete information.

WRITE TODAY

FOR COMPLETE INFORMATION

WRITE TODAY

DEALER INQUIRIES INVITED

BURSON CLIP SYSTEM INCORPORATED

BURSON CLIP SYSTEM, INC.

2443 S. INDIANA AVE. CHICAGO 16, ILL.

MONARCH CUTTER

FOR ASBESTOS SIDING AND SHINGLES

GUARANTEED 100% Non-Breakable

NOW, AT LAST

MALLEABLE IRON CASTING

The Monarch Asbestos Siding and Shingle Cutter in malleable iron gives you the 100% guarantee against broken castings. Because of its metallurgical structure, malleable iron is the ideal material for this cutter. The Monarch gives greater toughness, higher resistance to corrosion and will stand up to heavy and repeated impact.

The Monarch has a front and nose punch, notcher, and precision cutting blades.

Angle guage is optional.

27" Monarch . . . $39.50
32" Monarch . . . 45.00
(FOB Fort Worth, Texas)

WRITE FOR FREE DESCRIPTIVE FOLDER

TRI-STATES Building Materials Company, Inc.
P. O. Box 1476
Fort Worth, Texas

AVAILABLE IN 27" AND 32" SIZES

MAIL THIS COUPON

TRI-STATES BUILDING MATERIALS CO. AB
P. O. Box 1476, Fort Worth, Texas
Please send me, without obligation, information on Monarch Cutter in malleable iron.

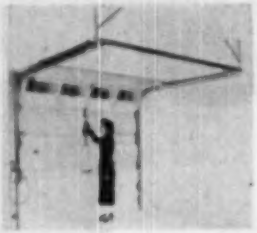
Name _____
Company _____
Address _____

NEW PRODUCTS

(*Continued from page 158*)

UPWARD ACTING GARAGE DOOR AB35040

No. 200 "Over-the-Top" upward acting sectional type garage door combines exclusive two-point spring adjustment for perfect door balance with other features.



Adjustable brakes prevent door slamming. Track supported assembly properly spaces tracks to prevent door binding. Offset, rabbeted joints seal out weather. Tapered vertical track, in closing, forces door against jam for weathertight seal. Hardware, including chrome handle and brass cylinder lock, ball-bearing rollers and sheaves. Zinc or galvanized finish on all hardware except springs and angles. Available for openings 8 feet wide by 7 feet high, and 9 feet wide by 7 feet high. Frantz Manufacturing Co., Sterling, Ill.

WINTER AIR CONDITIONER AB35041

Rotary fired winter air conditioning unit is 57 inches high, occupies a floor space of 47½x26½ inches, and delivers a full 90,000 B.T.U.'s of filtered warm air. A "Flamo-Flex" stainless steel hearth ring forces the flame to wipe the inner wall of the new drum type heat exchanger. Furnace is attractively finished in beige and red infra-red baked on enamel as in the majority of the Fluid Heat line. Anchor Post Products, Inc., Baltimore 24, Md.

PLASTIC METAL COVERING AB35047

Krome-Kote, a new liquid plastic, provides a protective covering for all kinds of metal, used inside or out. Applied by brush or cloth, it quickly dries, leaving a transparent cover. Brightly shined objects remain shined for several months. Krome-Kote Co., Hyde Park Bank Bldg., Chicago 15, Ill.

MAGNETIC LATCH FOR CUPBOARD DOORS AB35046

Loco-Latch for cupboard doors consists of a small, powerful permanent magnet, a

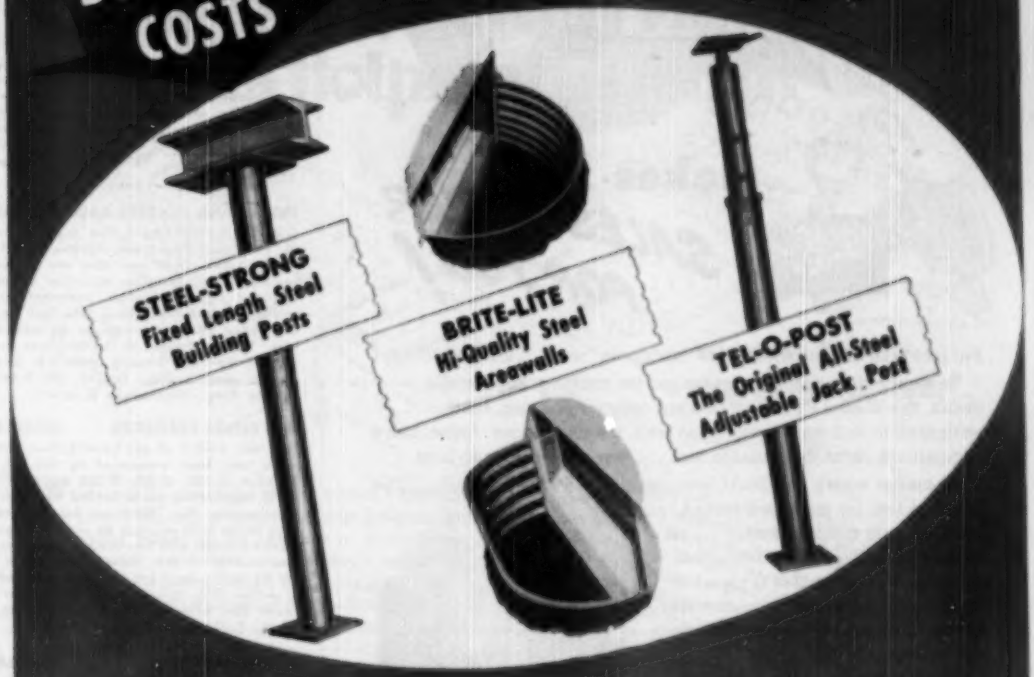
small plate made of special steel, and necessary screws. There are no moving parts, no springs. Doors open easily, without noise. Laboratory Equipment Corp., St. Joseph, Mich.

(*Continued on page 162*)

THREE WAYS TO CUT BUILDING COSTS

BRAINARD

THE NAME THAT MEANS HIGHER QUALITY AT LOWER COSTS



A REAL "BEST for LESS" LINE

HIGHER QUALITY — Because we make our own steel we can be certain that only the highest quality goes into our products. Higher quality because all Brainard Products are rigidly tested and inspected before they are marketed. LOWER COSTS — Because we produce our own steel we eliminate extra costs. This saving is passed on to you. (Even greater savings result when purchases are made in volume.) And Brainard Products are designed for easy installation which means a saving in time — further lowering costs. Write today for literature, price lists. State whether distributor, dealer, jobber or builder.

SHARONSTEEL

Brainard Steel Co.

BUILDING PRODUCTS DIVISION

2213 LARCHMONT AVENUE WARREN, OHIO

BRAINARD STEEL COMPANY, 2213 Larchmont Ave., Warren, O.

I would like to receive data

on TEL-O-POST ☐ BRITE-LITE ☐ STEEL-STRONG ☐

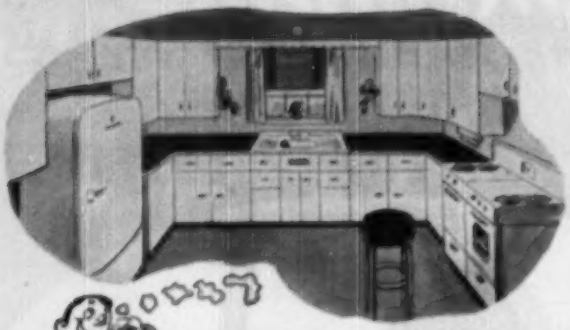
Name _____

Address _____

City _____ Zone _____ State _____

☐ Distributor ☐ Dealer ☐ Jobber ☐ Builder

A Pyrofax Gas Kitchen . . .

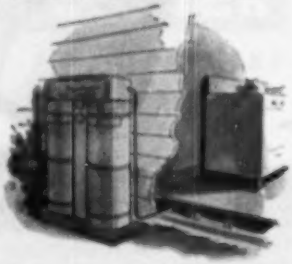


makes SALES EASIER FOR YOU!

Put into your houses what home "shoppers" want . . . *and they'll buy!*

Two out of three women prefer gas for cooking. Beyond the mains, this means PYROFAX Gas not only for cooking, but for refrigeration and water heating as well. It's the cleaner, faster, more economical, more dependable fuel . . . gives instant, even heat.

No matter where you build, you can install PYROFAX GAS . . . the low cost fuel for modern kitchens. Installation is quick and easy . . . no expensive wiring, no construction changes. PYROFAX Gas is piped in direct to range, refrigerator or water heater from twin cylinders outside the house.



Let us show you how PYROFAX GAS saves on building costs . . . makes sales easier for you!

Nationally Advertised Appliances

Magic Chef and Caloric ranges, Servel refrigerators, Ruud and Bryant water heaters, and other gas appliances are available for use with PYROFAX Gas—from distributors in 30 states east of the Rockies.

Pyrofax TRADE MARK

Superior BOTTLED GAS Service

For full information see SWEET'S CATALOG, or address Dept. A3.

PYROFAX GAS DIVISION
Union Carbide and Carbon Corporation
30 East 42nd St. UCC New York 17, N. Y.

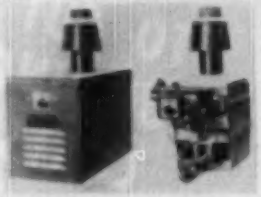
"Pyrofax" is a registered trade-mark of Union Carbide and Carbon Corporation.

NEW PRODUCTS

(*Continued from page 160*)

MIDGET HOT WATER PLANT AB35040

Model 2HW2, midget gas-fired hot water heating plant, is especially suited for heating individual apartments. Cast iron construction. Unit is 13 inches wide by 26



inches deep and is 17 inches high, and due to its small size it can be suspended from the ceiling or arranged on a wall shelf. Comes completely assembled, and has AGA input rating of 45,000 B.T.U.'s. Hack & Ackerman, Inc., 18 E. 41st St., New York 17, N. Y.

INSULATING PLASTER BASE AB35042

Sealed Lok-Joint lath is now available in ¾ and 1-inch thicknesses. Over-all size is 18x48 inches. Both new sizes are manufactured from Greylite insulation board that has integral asphalt treatment for positive moisture resistance. The lath has shiplapped joints, heavy-gauge galvanized wire "Loks" attached to lower edges for support between framing members, and asphalt vapor barrier. Insulite, 500 Baker Arcade Bldg., Minneapolis 2, Minn.

GAS FLOOR FURNACES AB35039

Four new models of gas burning floor furnaces have been announced by this firm. Rated at 35,000; 40,000; 50,000 and 60,000 B.T.U. input, they are approved by AGA. Two models, the "Nineteen Series," are 23½ inches high and may be used in basementless homes with two-block foundations. Two models of the "Twenty-Five Series" are 30 inches deep and are water-proofed to within 25½ inches of the floor. Duo-Therm Div., Motor Wheel Corp., Lansing, Mich.

FLOOR SANDER AB35050

Improved model of the Reid-Way "8" floor sander has a widened frame to provide greater space between edge of sandpaper

and frame interior. This eliminates possibility of sandpaper rubbing on side of the plate. Model is available for 110 or 220 volts A.C., 50 or 60 cycle. Only one moving part. Sands directly to baseboard on both sides. Surface cutting speed, 3,375 feet per minute. Sand paper area, 190 square inches. Separate vacuum motor, fused to prevent damage. Reid-way, Inc., Cedar Rapids, Iowa.

(*Continued on page 164*)

Another Major Housing Project Selects Hotpoint Appliances

Windsor Village
Indianapolis, Ind.

Windsor Village is one of the nation's outstanding rental housing projects. To help produce more desirable homes at no increase in cost—homes that would more than meet today's exacting standards of living—the L & L Building Corporation equipped each of the 540 units with a Hotpoint Range and a Hotpoint Refrigerator.

Similar preference for Hotpoint products is being expressed in scores of communities and building projects throughout the country. Whether you are a large or small operator—whether you plan to build or remodel—apartments or homes—the wide acceptance of the Hotpoint name—the exclusive features and proven quality of Hotpoint products will serve as a plus value from the viewpoint of either buyers or renters.

Moreover, Hotpoint is equipped to give you much helpful information in home appliance arrangement and economy. Write today for free-of-charge literature and full specifications on the entire Hotpoint line—every major unit for the complete electric kitchen and home laundry.

"Prior to the construction of these projects we had used Hotpoint appliances in other projects and were well pleased with their performance. Our past experience together with the increased ease of renting our units to a public which has come to accept Hotpoint appliances as the highest standard of quality led us to use these appliances again in our rental housing projects."

Very truly yours,
L AND L BUILDING CORPORATION

Geo. V. Ginger, Secretary

Hotpoint INC.
(A General Electric Affiliate)

5600 West Taylor Street, Chicago 44, Illinois

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS

COMPARE!

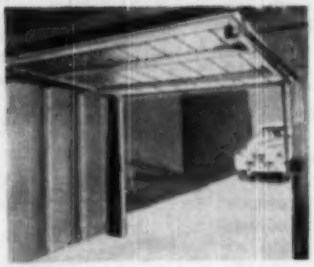
SEE FOR YOURSELF WHY

GLIDE-AWAY

IS THE OUTSTANDING

OVERHEAD-TYPE DOOR

- **LIFETIME PROTECTED AGAINST RUST AND CORROSION** because Glide-Away Doors are made of paint-lock steel which is Bonderized and zinc coated . . . and for EXTRA protection they are covered with a prime coat of infra-red-baked paint at the factory.
- **EASIER TO INSTALL** because the one-piece jamb strip and weather seal is pre-assembled.
- **CABLE-CONTROLLED DOUBLE DOOR LOCK** permits fingertip operation from the garage interior without disturbing outside lock.
- **ONLY ½" OF HEADROOM** is required.
- **GREATER RIGIDITY** because of the heavier gauge inside structure and double hat channel section construction.



Glide-Away space-saver, jamb-type hardware does not sacrifice interior space. Arms are welded steel construction. Again we say: "COMPARE BEFORE YOU BUY".

Stamping Products and Mfg. Co.
Steel Door Division
14001 Intervale, Detroit 27, Mich.

Please send detailed information on "Glide-Away" Garage Doors.

I am a ☐ Wholesaler, ☐ Dealer, ☐ Builder

NAME _____

ADDRESS _____

CITY _____ STATE _____

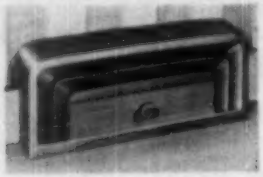
STEEL DOOR DIVISION
STAMPING PRODUCTS AND MFG. CO.
14001 INTERVALE • DETROIT 27, MICH.

NEW PRODUCTS

(*Continued from page 162*)

FLOOR-TYPE REGISTER AB35045

A new floor-type register for use with the G-E Air-Wall heating system requires a floor opening 11[] wide. Since no cutting



or alteration of walls is required, installation is simplified for conversion jobs in existing homes, frame or masonry walls, and in new construction having masonry or frame walls of less than conventional thickness. Register is installed vertically. Complete assembly includes die-cast-aluminum register, and a sheet-metal stackhead and boot. General Electric Co., Bridgeport 2, Conn.

GAS-FIRED DUCT HEATERS AB35044

Automatic concealed gas-fired Reznor duct heaters, suspended or base-supported, are now available. They can be applied to any type duct system, and can be used singly or in multiples. Adaptable for use with air conditioning units, they are designed for concealed installation along hot air routes. Direction of heat flow through the exchanger section is reversible, permitting alternate operations on different lines. AGA and Underwriters' Laboratories approved. Reznor Manufacturing Co., Mercer, Pa.

STEEL CELLULAR PANELS AB35051

A strong subfloor and a heat distribution system may be installed simultaneously through the use of Fenestra steel cellular

panels. Cells of the panels serve as ducts for hot air distribution and cold air return. Heat passing into the panel cells is radiated through the floor and also flows out of registers at the baseboards. Panels provide flat, continuous surface for basement ceiling. May be laid from beam to beam, eliminating joists, and a special interlocking feature joins the panels as they are laid. Pipes and wire can be enclosed in the panel cells. Detroit Steel Products Co., 2250 E. Grand Blvd., Detroit 11, Mich.

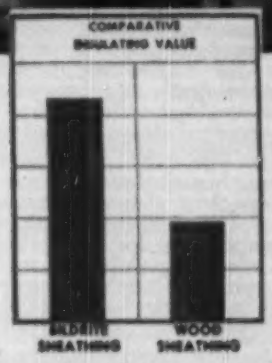
How to Plan For National Home Week

APRIL

American Builder

Insulite* *Bildrite* Sheathing Offers 222% More Insulating Value than Wood Sheathing.....

ONE LAYER OF INSULITE SHEATHING
EQUALS
TWO LAYERS OF WOOD SHEATHING



IT'S 10° below zero in that laboratory "cold room." On the other side of the test panel it's 70° above zero—average room temperature. This was a test to re-create actual living conditions in an average home. We wanted to compare the insulating value of INSULITE Sheathing and wood sheathing.

HERE'S WHAT THE LABORATORY REPORTED

Delicate instruments measured the heat flow through the materials from the "warm room" side to the "cold room" side. INSULITE performed an amazing insulating job! Here are the facts:

- INSULITE resisted heat loss better than *twice* as well as wood.
- Engineers call this the "k" factor, and the "k" factor of INSULITE was 222% better than that of wood.
- One layer of INSULITE (25/32" Bildrite Sheathing) provided more insulating value than 2 layers of wood sheathing.
- Besides double the insulating value, Bildrite also gives you double the bracing strength of wood sheathing horizontally applied. It's water-proofed throughout—every fiber protected.

THAT'S WHY INSULITE builds better—*gives more* for the money. Warmer homes in winter, cooler homes in summer. Build with Double-Duty INSULITE.

See Sweet's File for Builders—2g/S

3-50

*Reg. U.S.T.M.

INSULITE DIVISION MINNESOTA AND ONTARIO PAPER COMPANY
MINNEAPOLIS 2, MINNESOTA

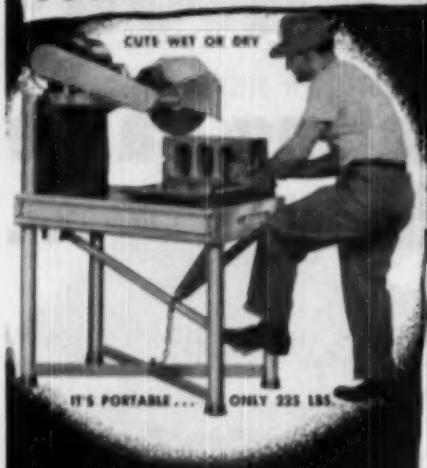
YOU'LL GET MORE PROFIT PER CUT

WITH A

Valor MASONRY SAW

AND

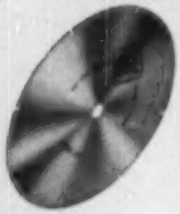
Valor BLADES



The amazingly low price of the Valor combined with its economy of operation make it the Greatest Value in Masonry Saws Today. It weighs only 225 lbs. and the head can be removed in 9 seconds for real portability. Size, however, has not been sacrificed since the Valor can handle any material the heavier models do. Among its time-and-money saving features you will find the famous "Feed-matic" principle for automatically controlling blade pressure, a long head-throw which eliminates the necessity of constantly changing head positions for varying material heights, wobble-proof cast skid-proof foot pedal with powerful chain step, adjustable wear blade guard, and many others, all of which add up to more profit per cut for you.

VALOR BLADES are precision engineered to cut all types of material quickly and accurately and will fit all saws. Diamond or Abrasive blades for wet or dry cutting are available in different sizes with square, round, or diamond arbors. They outlast ordinary blades yet are priced lower. Try them on your next job.

Valor service is available thru your local dealer whose factory trained men are always on hand to help you with your masonry cutting problems.

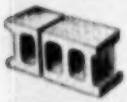


DIA-MASONRY
For all Diamond blade cutting

DRY-MASONRY
For all saws cutting dry

DUSTLESS-MASONRY
For all saws cutting wet

DESIGNED TO CUT ALL TYPES OF MASONRY MATERIALS



CONCRETE BLOCK
Dry or Wet cutting, Abrasive blades only

TILE
Dry or Wet cutting, Abrasive or Diamond blades

SEWER PIPE
Dry or Wet cutting, Abrasive or Diamond blades

FIRE BRICK
Dry or Wet cutting, Abrasive blades only

GLASS BLOCK
Wet cutting only, Diamond blades only

VICTOR ENGINEERING CORPORATION

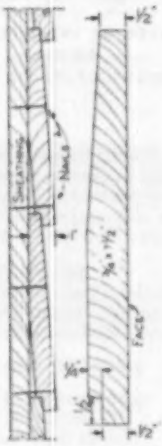
WILSON AVE. AND GREEN LANE,—BRISTOL, PA.

Readers Disagree

Reader Objects to Substitution of Shiplap for Siding

A SUGGESTION for substituting shiplap for siding was submitted by Herbert E. Fey, New Braunfels, Texas, and published in the HOW-TO-DO-IT section of the December, 1949 *American Builder*. A letter has recently been received from H. A. Owsley, president of Owsley Lumber Co., Pensacola, Fla., objecting to the method employed, and offering his company-designed siding as an alternate. His letter is as follows:

"On page 124 of your December issue you show siding made from ordinary shiplap sheathing, etc. This siding has a meager ½-inch shadow line, it also provides only two points of bearing against the sheathing in its width; in addition, it provides just one place to properly nail siding allowing siding a good chance to warp in or out in the center of the board.



"I am enclosing a sketch showing a shiplap beveled siding that we designed a number of years ago. We have sold a lot of this material in Pensacola. This material is cut from 1x8- or 1x10-inch boards. The siding has a ½-inch shiplap with ½-inch top and bottom edges which gives a ½-inch shadow line. The back face of the siding has a ¼-inch bevel from center of board to top. This permits the back face of siding to lie tight against face of sheathing, providing

(*Continued on page* 168)

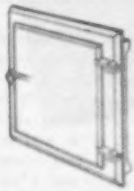
THE BENNETT LINE OF SALES PROVEN FIREPLACE SUPPLIES

BENNETT "DEEP-SEAT" ASH DUMP

100% Heavier for Permanent, trouble-free service —9 x 4½ inches. Cat. No. C-205.

CAST-IRON CLEANOUT DOOR

Air-tight closure . . . convenient hinge-type door. Crimped masonry wires. Sizes 8x8, 12x8 inches. Cat. No. C-213.



THE BENNETT Simplified and Standardized FIREPLACE

The Bennett Fireplace line is complete—and profitable. And Bennett dealers enjoy a steady demand, thanks to our continuous national advertising. It pays to feature Bennett.

SIMPLIFIED and STANDARDIZED

This simplified Bennett fireplace is sized for standard brick, with no cutting or fitting. It lets you offer every customer "The Perfect Fireplace." Quicker and easier to build—it's priced within the reach of all. It's a big-volume, high-margin unit—a real profit-builder for you. Count on this Bennett—the recirculating unit with *most* sales appeal.

BENNETT GRATES & LOG DOGS

Cat. No. A-501 Heavy Duty, Extra Deep, Removable Ends. Ash dumping trap. For Coal or Wood.

Cat. No. A-505 Cradle Grate. Sturdy Coal or Wood Basket.

Cat. No. A-515 Wood Grate. Use with or without andirons. Good outdoor fireplace grate.

Cat. No. A-1451 Log Dogs for Heavy Logs. Protect valuable andirons. Ideal for camp or outdoor fireplaces.

BENNETT *Expanslip* THROAT DAMPERS

A Better Damper at Low Cost. Steep 60° Front slope gives sure draft. Structural Steel with sturdy slip-joint eliminates damage in shipping, handling and in use. With unconditionally guaranteed steel valve. Cat. No. C-101.

BENNETT CAST-IRON DAMPER

A quality damper at competitive prices. Superior casting facilities in our own foundry enable us to produce this steep slope 50° Damper, with interchangeable Rotary or Ratchet Control feature. With guaranteed steel valve (No. C-103) or cast iron valve (No. C-104).

Flexscreen

SAFETY FIREPLACE CURTAINS

The only Nationally Advertised curtain screen. Every fireplace owner is a prospect for Flexscreen. Its own best salesman, a display on your floor will increase your volume on this "quality" product. This year, the Flexscreen line includes a perfectly balanced line of Fireplace Accessories, too.

Write now to 350 Market St. for Catalog and Full Information on the COMPLETE POST-WAR BENNETT LINE

BENNETT-IRELAND INC.

NORWICH, NEW YORK

New! Different!

Fleetlite

THE ONLY COMPLETE ALUMINUM WINDOW

Startlingly different — an entirely new conception — Fleetlite is the window you have been demanding for years. Engineered and built as a complete packaged window, Fleetlite provides frame, sash, storm sash and screen as an integral unit, easily installed at one time. Home owners like the self-storing *convenience* of FLEETLITE — its *economy*, its *beauty*, its *permanence*. Already installed in thousands of homes throughout U. S. and Canada.

"What people are looking for," says Builder.

Gentlemen:

Enclosed is an order for Fleetlite windows for an additional group of homes which I am starting in the early spring.

After using your windows in all of my building during 1949, I can truthfully say that the fact that I was featuring your windows accounted for a ready market for my homes and advance orders extending into 1950.

It may interest you to know that recently I had one of these houses open for inspection for one day, and at that time, took orders for twelve additional homes, all to be equipped with your windows. As a result I am convinced that the new design features of Fleetlite Windows are what people are looking for even in low-cost homes, and I am therefore planning on using your products exclusively during the coming year.

Many thanks for your good cooperation and prompt service.

Write today for full details or see your distributor.

Made by
FLEET OF AMERICA, INC.

Fleetlite
AMERICA'S SMART WINDOW
112 PEARL STREET BUFFALO, N. Y.

Readers Disagree

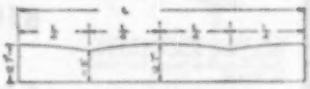
(*Continued from page 166*)

good nailing on any area of the exposed siding surface and holding material tight against the sheathing or framing. The total projection of siding from face of sheathing is one inch. A 5/4 casing and corner board can be used with ease."

Strength of Wood Beam not Changed

A SUBSCRIBER in the Chicago area calls attention to a suggestion in our Technical Guide department on how to make a built-up wood beam, submitted by Edward Grabowski, Toledo, Ohio. This is shown on page 120 of the August, 1949 issue of the *American Builder*. His letter follows:

"Mr. Grabowski's conclusions are not founded upon good reasoning. The two 2x4 inch timbers are placed rafter-wise, presumably with the idea of establishing an action similar to that of an arch, or to add strength by triangulation, as in a frame composed of two rafters and a joist, but no strength has been added to the lower or tension side of the beam. To achieve the desired effect, the ends of the braces might be connected by a tie-rod, or they might be firmly seated against immovable abutments. As the beam is illustrated, it is simply a beam, nothing more.



"The strength of beams is a measurable characteristic, a function of their peculiar cross sectional shape and size. This measurement is called the "section modulus." With the proper consideration given length of span and allowable fiber-stress, section modulus may be used to determine allowable loads.

"For the two main members in the illustrated beam, two 2x12's, the section modulus is nearly 71.7 inches^3. For three such members placed side by side it is 107.5 inches^3, 1/2 higher. There is no difference in the combined strength of the individual members and that of a solid timber with the same dimensions, if the individual members are placed side by side.

"The beam illustrated is not of constant strength. Its strength varies from a maximum at the center span, and at its ends, to but little more than that of two 2x12's at the quarter points. At the center and at the ends,

(*Continued on page 170*)

Teamed Up to Boost Your Sales

WEARS LIKE IRON . . . CLEANS LIKE GLASS

An ideal surfacing material, combining beauty with durability — that's General Electric's Textolite, now distributed by *Roddiscraft*.

TEXTOLITE is scratch-resistant, beautiful but tough. It resists scratching better than low-carbon steel!

TEXTOLITE is heat-resistant, not easily charred, blistered or discolored by heat. A special cigarette-proof grade is also available.

TEXTOLITE is stainproof— food acids, alcohol and household chemicals won't discolor it.

And besides that, G.E. Textolite is easy on the eye. Easy to clean, too, with its smooth, lustrous finish.

Now's the time to sell Textolite. You'll find dozens of applications where durable Textolite will fit your customers' needs — kitchens, dinettes, hotels, soda fountains, restaurants, cocktail lounges. Available in a wide variety of standard colors and patterns.

Textolite sales go hand-in-hand with plywood sales. Here's a real team to boost your profits, backed by two great names, General Electric and *Roddiscraft*.

Ask your *Roddiscraft* salesman for color card and samples.

*Reg. U. S. Pat. Office

Roddiscraft

RODDIS PLYWOOD CORPORATION

MARSHFIELD, WISCONSIN

NATIONWIDE Roddiscraft WAREHOUSE SERVICE

Cambridge 39, Mass. . . . 229 Vassar St.
Charlotte, N. C. . . . . 123 E. 27th St.
Chicago 32, Ill. . . . . 3065 W. 41st St.
Cincinnati 2, Ohio . . . . 417 E. Sixth St.
Dallas 10, Texas . . . . . 2000 Medill St.
Detroit 14, Mich. . . 11855 E. Jefferson St.
Houston 10, Texas . . . 3423 Sabine St.
Kansas City 3, Kan. 35-53 Southwest Blvd.
L. I. City, N. Y. Review & Greenpoint Ave.
San Francisco 24, Calif. 340 Williams Ave.
Los Angeles 11, Calif. . 2860 E. 56th St.
Louisville 10, Ky. . . 1201-5 S. 15th St.
Marshfield, Wis. . . . 115 S. Palmetto St.
Milwaukee 8, Wis. . . 6601 W. State St.
New York 55, N. Y. . . 920 E. 149th St.
Port Newark 5, N. J. . . . 103 March St.
Philadelphia, Pa. . Pier 5, N. Delaware Ave.
St. Louis, Mo. . . . . 6073 Duncan Ave.
San Antonio, Texas . . . 727 N. Cherry St.

Put your finger on these BUILDING CONTRACTS!

Your big-profit building contracts are right at your finger-tips when you use **DODGE REPORTS**. You are told WHERE to go . . . WHO to see . . . WHAT to talk about to get these jobs! And you can have this information for any area you specify, any type of construction, or any stage of the construction work.

You get profit-making facts that show you the *active* prospects for building contracts such as --

new apartment buildings, banks, hospitals, schools, churches, theatres, homes, factories

--In fact, every type of *new* construction offering you profitable job opportunities.

Thus, with DODGE REPORTS, you can be first in the *right place*--at the *right time;* you know *what* type of materials will be needed--*who* is involved in each project (name of owner, architect, engineer, contractor) -- *when* the plans will be ready for figuring and when bids must be submitted.

DODGE REPORTS save you time, save you "leg work." They enable you to base your estimates upon known facts . . . time your bidding . . . close deals at the proper moment for effective results.

Let us show you, without obligation, how DODGE REPORTS can help *you* put your finger on profitable building contracts.

AB—3-50

MAIL THIS COUPON

YES—I want to know about the profitable opportunities in **New Construction.** Without obligation, show me how I can use DODGE REPORTS in my business. (I do business East of The Rockies.)

Name _____

Firm _____

Address _____

F. W. DODGE CORPORATION

Construction News Division

119 West 40th Street, New York 18, N. Y.

F. W. DODGE CORPORATION

Readers Disagree

(*Continued from page 168*)

the section modulus of this beam is approximately 97.5 inches³, but at the quarter points it is but 75.3. A beam with equivalent strength is illustrated in the accompanying drawing. Its thickness is supposed to be the same as that of 2 inch standard dressed scantlings, 3¼.

"A better way to reinforce the beam is to place the reinforcing 2x4 inch member flush with the top edge for the whole length, or the lower edge, if it is preferred. The beam will then be a constant cross-section, with constant section modulus of about 97.5 inches.³ This procedure has the effect of moving the neutral axis of the beam from the vertical center to a point about 6.35 from the lower surface.

"In all of the foregoing calculations, the actual and not the nominal sizes of timbers were used, and shearing stresses were not considered. All jointing was presumed to be perfect, and this is hardly possible without careful glueing of all joints. The spiking usually given such built beams can hardly be expected to develop the full calculated strength.

"A word of caution may be put in here. Efforts to reinforce wood beams by simply changing their cross-sectional shapes are very rarely entirely successful. I.T. and box sections of wood, especially if short, deep, and heavily loaded, are nearly always subject to dangerous horizontal shearing stresses. These stresses characteristically concentrate at points where the cross section changes shape suddenly, i.e., where flanges join the webs. It is for this reason that fillets are placed at these points on all rolled steel I's and T's. Such fillets are not possible on built beams of wood. The well known rectangular cross-section is generally necessary on account of these not easily recognizable forces.

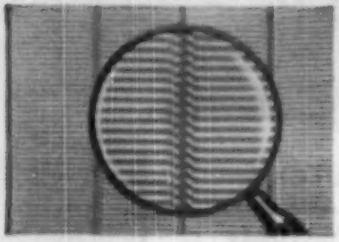
TV Used To Sell Building Product

Hachmeister-Incorporated is conducting a 13-week television test campaign in the Pittsburgh area to determine if a building product can be introduced and then properly merchandised through television.

With the development of Bloxolite, the new plastic decorative partition blocks, Hachmeister decided to try television as the medium for introducing it to home owners, architects and builders. Station WDTV in Pittsburgh was selected for the campaign, which is being conducted by Walker & Downing, Hachmeister's advertising agency.

DON'T OVERLOOK THESE
Important Points
ONLY NUTONE CAN CLAIM ALL THESE FEATURES
• MORE AIR DELIVERY—More C.F.M. than other models in the same price bracket.
• 5-YEAR GUARANTEE — Motor unconditionally guaranteed for full 5 years.
• EASIEST TO INSTALL — A screw driver is the only tool required.
• A HIT WITH THE WOMEN — Thumbscrew releases grille for quick, easy cleaning.
• PERFECT ALIGNMENT—Only three screws lock telescoping sleeves in correct position.
• SEPARATE UNIT PACKAGING — Provides flexibility in delivery and installation.
• • • Also special louver switch—Removable motor and blade for cleaning inner sleeve — High temperature baked Nutone gray enamel with zinc chromate undercoat and 19 MORE OUTSTANDING FEATURES we'd like to tell you about. Just write NUTONE, INC., Dept. AB-2, Cincinnati 27, Ohio.
NUTONE
TRADE MARK
Electric Door Chimes
Low Voltage Transformers
Kitchen Ventilating Fans
Luminous Pushbuttons
Electric Chiming Clocks
Electric House Numbers
4312

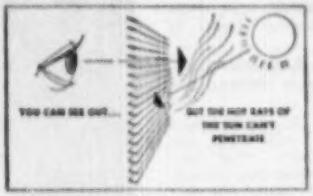
This cooling device was hot at the home show!



IT'S KAISER ALUMINUM SHADE SCREENING. And if you were at the NAHB Show in Chicago you saw how it can sell homes faster!

Keeps hottest rooms as much as 15° cooler—*by* means of thin louvers which block the sun but not the view!

Does the work of Venetian blinds *plus* awnings *plus* insect screening—for as little as one-tenth the cost of all three!



Kaiser Aluminum Shade Screening is available in regular or tension frames from sash and screen manufacturers, and in 50-foot rolls from jobbers. (Are you a jobber? Some profitable territories are open. Get in touch with us fast!)

Set yourself up for a summer of profits—with the *hottest* hot weather item you ever had. Write today for free AIA file and name of nearest manufacturer or jobber for low-cost, fast-selling Kaiser Aluminum Shade Screening.

Produced by Kaiser Aluminum & Chemical Corporation.

Kaiser Aluminum

SHADE SCREENING

Sold by

Kaiser Aluminum & Chemical Sales, Inc.
Kaiser Building, Oakland 12, California

INDUSTRY BRIEFS

Roy V. Winters was recently elected president of National Plan Service, Inc. As vice president he has been increasingly active in the management of the company for the past several years. Winters succeeds **J. M. Wright,** with whom he has worked very closely. Wright will continue to serve National Plan in an advisory capacity. Frank Z. Smith has retired as treasurer and head of the architectural department and has been succeeded by Howard J. Uebelhack.

★ ★ ★ ★

Hotpoint, Inc., will erect a new refrigerator factory on a 21-acre site in Chicago, the firm's president, James J. Nance, has announced. Completion is expected in approximately 15 months. Nance also said that tooling and machine installations to complete the conversion of the company's former range plant for the manufacture of home laundry equipment would be completed during the year.

★ ★ ★ ★

The St. Louis branch of **Minneapolis-Honeywell Regulator Co.** and its Brown Instruments Division has been moved into a new office building. The new building, the first to be built and owned by the company, contains about 6,600 square feet of floor space. It is located at 4354 Olive St.

★ ★ ★ ★

Robert B. Taylor of Newark, Ohio, was recently appointed research director for the Structural Clay Products Research Foundation. He has begun the planning for an industry-wide, long-range research program in the brick and tile industry from his headquarters at 1520 18th St., N.W., in Washington, D.C.

★ ★ ★ ★

The Nichols Wire and Aluminum Co., Davenport, Iowa, has announced the separation of Warehouse and Mill Divisions. **C. L. Johnson,** affiliated with the company since 1939, has been appointed manager of sales of the Warehouse Division, and **G. J. Brenneman,** a firm member since 1947, assistant sales manager of the Mill Division.

New aluminum siding floored 'em at the home show!

Maybe you were there!

Scores of pop-eyed visitors at Chicago's NAHB Show proved by their enthusiasm that beautiful new Kaiser Aluminum Siding is a fast-moving money-maker—with advantages no other material can offer.

Used on re-siding jobs or new construction, Kaiser Aluminum Siding offers home owners permanent beauty, low first-cost, no upkeep-costs. That means quick sales, high profits and clean, no-complaint deals for you!

GOES ON FAST AND EASY. Nails applied to one edge only. Exclusive curved surface gives extra strength, assures watertight joints. Has permanent baked-on paint finish!

Made of tough, high grade aluminum. Has flawless beauty and quality, with no buckles, wrinkles or "oil cans." Can't rust or warp, can't be damaged by termites, resists fire.

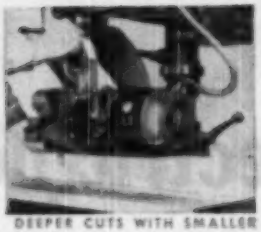
Hurry! Sew up a deal for Kaiser Aluminum Siding! Write *today* for free AIA file and name of nearest jobber. (Are you a jobber? Some territories are open. Get in touch with us fast!)

Kaiser Aluminum Siding is produced by Kaiser Aluminum & Chemical Corporation.

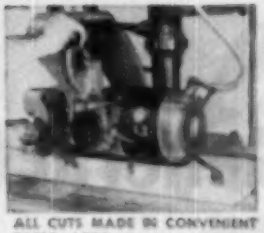
Kaiser Aluminum

SIDING

Sold by Kaiser Aluminum & Chemical Sales, Inc.
Kaiser Building, Oakland 12, California



DEEPER CUTS WITH SMALLER BLADE—Only radial saw that cuts 3½" deep with 9" blade — more than most other machines with a 14" blade.



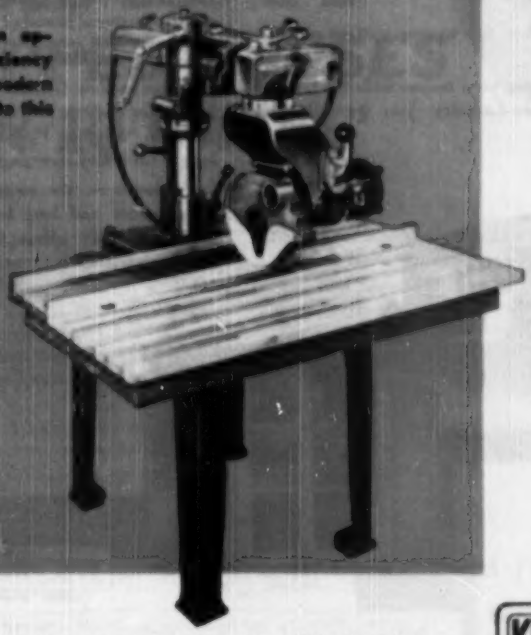
ALL CUTS MADE IN CONVENIENT TABLE AREA—Rip and cross-cut through center of table—with "CENTR-PIVOT" offset yoke and simplified mounting.

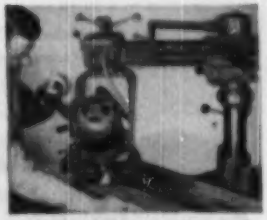
EXTRA PROTECTION—New type guard with anti-kick-back pawls and splitter for ripping protects operator. Drop-leaf side guards for added safety.

Profit Builder!

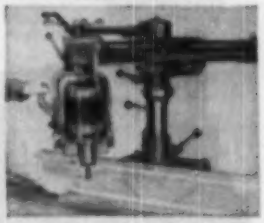
Walker-Turner design applies the speed, efficiency and economy of modern production methods to this

new "900" radial saw





ELIMINATE POWER WASTE and voltage drop with exclusive off-center Synchrobelt drive motor — also cuts expense of big blades and heavier extension cables.



THRIFTY IN FIRST COST AND OPERATION. Light enough to move from job to job. Easy clearance through doorways — only 24" wide with wood table removed.

Now—cut labor costs, make more profit on your job, *and do a better job*, with the new Walker-Turner "900" Series Radial Saw. Walker-Turner machine *design* brings to the building industry the streamlined techniques of modern production for wood and plastic cutting.

A *complete* machine as shown, the "900" Radial Saw does *all* the radial saw jobs. Yet with its big, durable work surface, full-work visibility, and Walker-Turner *extra* protection, even unskilled labor can operate it easily and safely.

Use this radial saw right on the building job—for easy, profitable cutting. You'll find it's a goodwill builder among home buyers. Be the first in your area to profit from Walker-Turner *design* in a builder's power tool. Mail coupon for bulletin describing in detail the many features and applications of the new "900" Radial Saw.

walker turner

SOLD ONLY THROUGH AUTHORIZED DEALERS

KEARNEY & TRECKER
MILWAUKEE

WALKER-TURNER DIVISION
PLAINFIELD, NEW JERSEY

Walker-Turner Division,
Kearney & Trecker Corp.
Dept. A83, Plainfield, N. J.
Please send me the new Walker-Turner "900" Series Radial Saw Bulletin.

Name _____
Firm _____
City _____ Zone _____ State _____

Let General Electric help

WHY NOT CAPITALIZE ON SUCCESSES SUCH AS THESE?

A builder in Massachusetts reports: *"Sold 125 G-E equipped houses in 10 days!"*

From Maryland: *"Sold 44 G-E equipped homes from 1 sample in 1 day!"*

From Colorado: *"Sold 54 G-E equipped homes the first week end!"*

Why not follow the success pattern of these builders?

When you equip your houses with the General Electric Kitchen-Laundry you *pre*-sell your houses.

You give customers what they want—homes designed for better living . . . scientifically designed kitchens that take much of the drudgery out of housework.

And, you know General Electric's reputation for *fine* products. General Electric appliances are the *preferred* brand of so many, many people.

As little as $4.80 extra

You can include General Electric living in your houses for as little as $4.80 a month extra when the G-E "Kitchen Package" is included in the long-term realty mortgage!

Furthermore, the economical operation, low maintenance and long life of General Electric appliances may offset the slight increase in monthly payments.

ONLY $9990! "A low-cost luxury home with fully equipped General Electric Kitchen worthy of a $30,000 home!" That's how Messrs. Brinker and Campitelli described their Kensington Estates houses. Included in the kitchen is a G-E family-size refrigerator . . . G-E electric range for automatic cooking . . . G-E sink and electric dishwasher . . . and G-E Disposall® food-waste Unit and storage cabinets. *No wonder 250 of these General Electric equipped houses were sold in just 10 days!*

sell your houses *faster!*

From all over the country come enthusiastic builder success stories such as this one . . .

"SOLD 250 G-E EQUIPPED HOUSES IN 10 DAYS!"

Here's what Mr. NATHAN BRISKER, President, and A. CAMPITELLI, Secretary of Kensington Estates, Inc., Brentwood, Md., say:

"We consider our 'Kensington Estates' housing project a huge success. The sale of approximately two hundred and fifty houses in ten days was an attainment far beyond our fondest hopes.

"It is our opinion that the phenomenal success of this project was due to a soundly built house well planned, good financing and the better living built into the homes in the form of the complete General Electric Kitchen.

"We think the public deserves better living in the lower price home as much or probably more than in the more expensive home.

"We want to extend our appreciation to you and the men from the Potomac Electric Power Company for your help and co-operation in manning the houses and demonstrating the G-E Kitchen to the thousands of people who visited these homes."

A COMPLETE MERCHANDISING PROGRAM FOR YOU!

General Electric—the world's largest electrical manufacturer—offers you all these advantages:

- *Tested* merchandising programs that have helped so many other builders enjoy phenomenal sales results.
- General Electric is the brand of electrical appliances that people prefer to all others.
- Assistance in designing and improving kitchens and layouts for your homes.
- *One* source of supply for matched equipment—everything but the linoleum and paint.
- Fewer headaches. G-E equipment is world-famous for its *dependability*.

GET COMPLETE FACTS about the General Electric "Kitchen Package" through your local General Electric distributor, or write to the Home Bureau, General Electric Company, Bridgeport 2, Connecticut.

You can put your confidence in—

GENERAL ELECTRIC

"TROUBLE SAVERS" save time, too!

LADDER JACKS

- ONE-MAN Ladder Jacks (left) adjust to any pitch on either side of the ladder.
- Weight distributed on three rungs.
- New, rail-type jack (right) uses side rails of ladder for extra safety.

SCAFFOLD BRACKETS

- Erected and dismantled faster than you can build a make-shift wooden scaffold.
- 3 and 3½ ft. lengths—rail carbon steel.
- Nail, studding and bolt-attached types.
- Attachments to convert any one type to any other type.

Write for Catalog M: complete information on all "Trouble Saver" Scaffolding Accessories.

MANUFACTURERS OF "TROUBLE SAVERS" SINCE 1912

The Steel Scaffolding Co., Inc.

806 Humboldt Street, Dept. AB, Brooklyn 22, New York • Telephone: EVergreen 3-5510

"How Dry I Am!" WITH CABOT'S FOUNDATION COATING

This black bituminous elastic coating fills and seals the pores when applied to the exterior of foundation walls. Holds moisture back . . . protects cellars and below-grade masonry from the weakening effects of water seepage. A coal-tar product . . . therefore repels termites. Inexpensive . . . easy to apply.

SAMUEL CABOT, INC., 324 Oliver Building, Boston 9, Mass.

I'd like to know more about Cabot's Foundation Coating. Please send me FREE sample and complete information.

NAME _____
ADDRESS _____
CITY _____
STATE _____

SAMUEL CABOT, INC.

INDUSTRY BRIEFS

Northern Hardwood flooring manufacturers were told to expect a 25 per cent decrease in the use of wood floors for industrial building during the year at the recent meeting of the **Maple Flooring Manufacturers Association** in Chicago. W. C. Abendroth, Reed City, Mich., who was re-elected president of the group, said that the trend definitely pointed to the school field in 1950.

★ ★ ★ ★

Establishment of a new sales division of the **Upson Co.** and the appointment of **William W. Suttle** as its sales manager were announced recently by Harry R. Shedd, vice president and director of sales for the company. Memphis, Tenn., will be headquarters for the new Central Division, which will include Louisiana and parts of Tennessee, Alabama, Florida, Missouri, Illinois, Arkansas and Mississippi.

Suttle joined Upson in 1941 and had been manager of the South Atlantic Division since May, 1949.

★ ★ ★ ★

Louis Herscovitz of Chicago has been named sales consultant for the **Ruberoid Co.,** the firm's president, Herbert Abraham, announced recently. **Herscovitz** was vice president and general sales manager for Ruberoid from 1945 to March, 1949, when he resigned to join a brother in another type of business which occupies only part of his time.

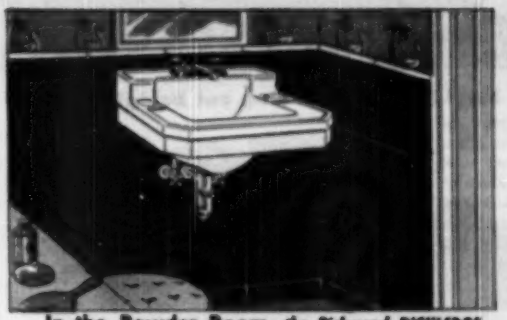
★ ★ ★ ★

Three appointments to the 1950 board of directors of the **Plumbing and Heating Industries Bureau** have been announced by George O. Toepfer, president of the Bureau. John M. Dunser has been reappointed to represent the Copper and Brass Research Foundation; C. E. Lewis represents the Oil-Heat Institute of America; and G. C. Bulkeley the Tubular Plumbing Goods Institute.

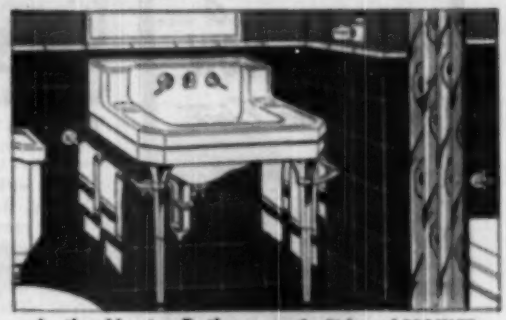
★ ★ ★ ★

L. E. Venard, president of **Western Mineral Products Co.,** Minneapolis, recently announced that the company has expanded operations by purchasing the facilities of Western Vermiculite Co., Denver, Colo. Western Vermiculite, one of the pioneer plants in the vermiculite industry, has operated in the Denver area for more than 10 years.

Richmond's at Home all through the House!

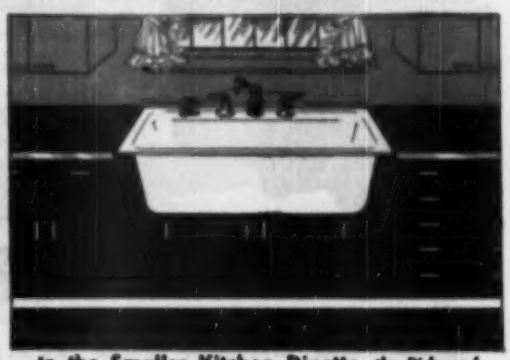


In the Powder Room, *the Richmond RICHLEDGE,* Plate #G-182. All the big lavatory features and beauty at a budget price. A compact wall-hung china unit to fit the smallest bathrooms. Chrome-plated legs and towel bars optional. In 2 sizes: 18" x 15"; and 19" x 17".



In the Master Bathroom, *the Richmond BROMLEY,* Plate #G-132. Smart and modern—will glamorize any bathroom. A shelf-back, square bowl vitreous china lavatory with front overflow and anti-splash rim. Chrome-plated legs and towel bars optional. In 2 sizes: 22" x 19"; and 20" x 18".

In the Kitchen, *the Richmond SERBIN,* Plate #1585. A handsome ledgeback acid-resisting enameled cast-iron sink with double drainboard and double compartment. Ideal for base cabinet installations in the most modern kitchens. Drilled for deck-type supply fittings with hose and spray.



In the Smaller Kitchen-Dinette, *the Richmond STRATTON,* Plate #2110. A beautiful enamel acid-resisting cast-iron flat-rim sink for built-in counter top installations—one of the fine Richmond line of quality sinks. Drilled for supply fitting with hose and spray.

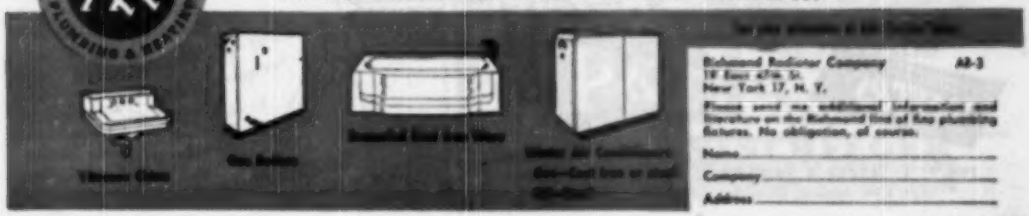
Insure Satisfied Customers With Smart, Sturdy Richmond Sinks and Lavatories

When you specify or install Richmond you're guaranteed customer satisfaction. For Richmond's top-quality products make a lasting impression all through any house. Whatever the situation, there's a Richmond rugged enameled cast-iron sink (or sink and tray combination) of versatile design with acid-resisting enamel to serve the finest kitchens. Whatever the location, there's either a Richmond vitreous china or enameled cast-iron lavatory of superior construction, design and finish to grace the finest bathrooms. And with each Richmond unit, there's a choice of four tasteful pastel colors—Azure Blue, Bermuda Coral, Fern Green and Oriental Ivory—plus the famous Richmond "whiter-white" shade.

RICHMOND PLUMBING & HEATING

RICHMOND

RICHMOND RADIATOR CO.—AFFILIATE OF REYNOLDS METALS CO.



Richmond Radiator Company AD-3
19 East 47th St.
New York 17, N. Y.

Please send me additional information and literature on the Richmond line of fine plumbing fixtures. No obligation, of course.

Name _____

Company _____

Address _____

Announcing

Myers New "HN" series *Ejecto* water system

Convertible for Shallow and Deep Well Service

A Big-Time "Salesman" for Rural Home Builders!

It's easier to sell your out-of-city dwellings, with Myers Water Systems in your "Sales Story." For instance, this new "HN" Ejecto has profitable advantages for both builder and buyer. Quick, easy installation means important savings for you. Quiet operation, simplified convertibility—positive action at the turn of a tap—are typical features of the new "HN" Ejecto that help to sell homes. And its continuous problem-free performance is a real good-will builder—an important asset for every builder. Full range of Myers Ejecto and Reciprocating Type Water Systems matches every water service need. And a new Myers line of Water Softeners that are today's top values. Write for catalog and name of distributor nearest you.

"MYERS"

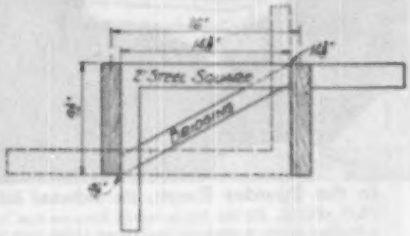
Famous for Quality Since 1870

THE F. E. MYERS & BRO. CO.
Dept. E-94, Ashland, Ohio

IDEAS for Apprentice Craftsmen

How to Use Steel Square in Laying out Bridging

THE steel square is superior to any other device in laying out bridging with speed and accuracy. Important point to remember is that figures for rise and run are placed on opposite sides of piece to be marked. The sketch is based on 2x10-inch joist 16 inches O.C.—C. M. Olson, Lewisburg, Pa.



HOW TO DO IT · HOW TO DO IT · HOW TO DO IT

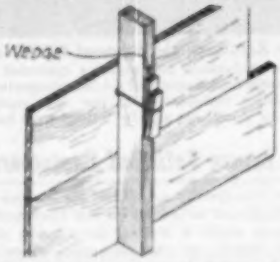
How to Prevent Window Sash from Binding

IN the case where wood sash are inclined to bind due to expansion the following suggestion is offered. Plane the edge of window stool that adjoins sash leaving a sharp edge at the top of stool as indicated in drawing. — Batsell Moore, Waco, Texas.

HOW TO DO IT · HOW TO DO IT · HOW TO DO IT

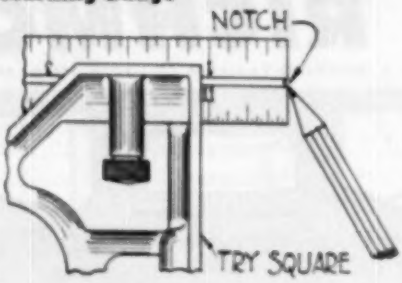
How to Draw Form Wires Tight

IN PLACING forms for concrete walls, areas are encountered where it is difficult to twist form wires holding horizontal boards to vertical struts. In these cases wood wedges can be used to draw form wires tight.—W. A. Woodard, Volga, So. Dakota.



HOW TO DO IT · HOW TO DO IT · HOW TO DO IT

How to Use Square for Marking Gauge

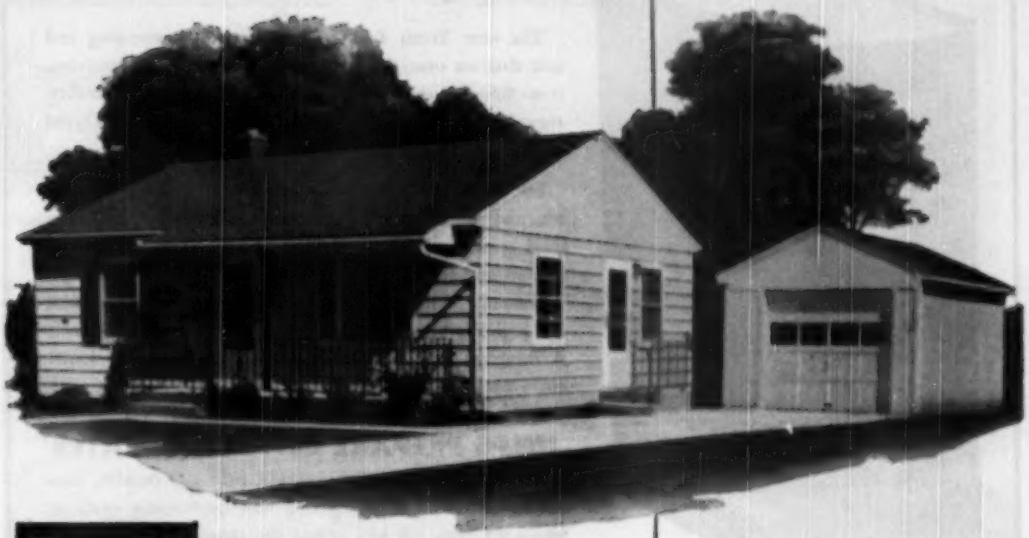


A LARGE number of carpenters use a combination square for a marking gauge, but they find it rather difficult and awkward holding a pencil at the end of the rule blade.

To overcome this condition, file a notch at the center of the end of blade and the pencil will stay in place.—Submitted by Arthur F. Taggart, Monrovia, Calif.

only 155 man-hours to erect this better house

Think of it! Days—not months—to put up as sound a house as you have ever constructed. And this faster P&H way of building simplifies your problems of erection, financing and selling.



P&H PREFERRED HOMES GO UP FASTER . . . EARN BIGGER PROFITS

The *time element* is only one item in your P&H profit picture.

Consider the *cost factor*. P&H Preferred Homes give more accurate control of building costs than you have ever known!

Most important of all, here is a *profit opportunity* not equalled in any other type of building. You can meet the price demands of the market . . . and earn greater profits on four to five times as many homes as you can build by conventional methods. And you'll *sell* them, for here is sales appeal that has proved itself wherever P&H Preferred Homes have been shown.

These important reasons, with the economies of mass production, explain why so many profit-wise builders are turning to P&H Preferred Homes in '50. Start now, for a really profitable building year.

Send today for all the facts about P&H Preferred Homes.

ALL THE SALES APPEAL OF HIGH QUALITY HOUSES

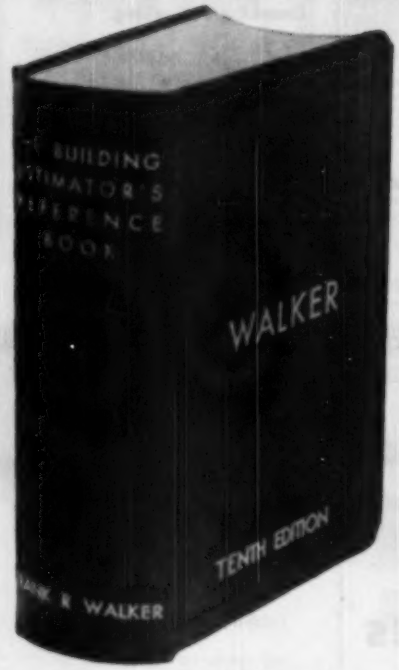
- 3 Full sizes: 24' wide by 28' long.
  24' wide by 32' long.
  24' wide by 36' long.
- Large living room — 11' 7" x 17' 4".
- Joint-free, crack-proof walls.
- Choice of two or three bedrooms.
- Flush doors throughout.
- Built with or without basement.
- Choice of heating equipment.
- Highly rated for FHA financing.

See the article "Prefabrication Up-to-date and Down-to-Earth" in this issue of American Builder, page 84

P&H PRE-ASSEMBLED HOMES
501 North Spring Street
Port Washington, Wisconsin
HARNISCHFEGER CORPORATION

Tenth Edition . . .

The Building Estimator's Reference Book



1700 pages, 1000 illus., 1000 tables, 25-page index, 4½ x 6½, flexible

COVERS

Excavating, Foundation Work, Reinforced Concrete, Framing, Millwork, Lathing and Plastering, Painting and Decorating, Glass and Glazing, Structural Steel, Masonry, Sheet Metal, Marble and Tile, Heating and Air Conditioning—and many other building subjects.

By Frank R. Walker

The new Tenth Edition contains latest estimating and cost data on everything that goes into house construction, from foundation to finish. It can be used in any locality, regardless of local prices or wage scales. It covers all types of small and large building construction.

For 30 years Walker's handbook has furnished contractors and estimators the most complete compilation of estimating and cost data available. The new edition has been revised and improved in the light of postwar conditions. Thousands of items that enter into construction estimates are logically arranged and tabulated for ready reference. A complete cross-index enables the user to quickly locate any subject.

HELPS PREPARE BETTER ESTIMATES

A copy of this new edition will help any builder, contractor or estimator in figuring and performing work at minimum costs. It will reduce the chance of overlooking an important item in an estimate. New methods of doing various kinds of work are explained and new building materials that have come on the market since wartime restrictions were lifted are fully described.

SEND FOR A COPY TODAY

Send for a copy of the new Tenth Edition of THE BUILDING ESTIMATOR'S REFERENCE BOOK today. Take advantage of the many opportunities it offers for increasing your profits through better estimates. Money back if not entirely satisfactory.

FILL OUT THIS GUARANTEED ORDER FORM

American Builder Book Department,
Simmons Boardman Publishing Corp.
30 Church Street, New York 7, N. Y.

Enclosed find $10 remittance for which send me a copy of the New Tenth Edition of THE BUILDING ESTIMATOR'S REFERENCE BOOK and a Free copy of THE VEST POCKET ESTIMATOR. If I do not find the books entirely satisfactory I will return them within five days of receipt and you will refund my $10.

Name _____

Address _____

City _____ Zone _____ State _____

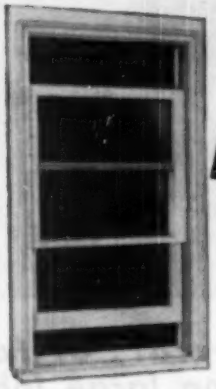
A.B. 3-50

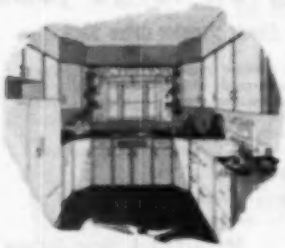
FREE

With The Building Estimator's Reference Book

The Vest Pocket Estimator

This is one of the most popular little estimating books ever used by contractors. It contains 220 pages, 2½ x 5 inches, and is flexibly bound to fit the vest pocket. Estimating and cost data most frequently referred to is presented in condensed tabular form. It can be instantly referred to on the job or in the office.





Whether it's a small home or a large project, Superior Unit Wood Windows and Nu-Style Unit Wood Cabinets are ideal products. They offer tremendous advantages in reducing building costs and low maintenance. With Superior Windows, the sash can be installed and removed while plastering or painting; in fact, at any time during construction prior to the application of inside stops. The Superior, patented, jamb-liner weatherstrip which offers this flexibility also equalizes dimensional variations in the window. And . . . this provides a weathertight, snug fitting sash which slides easily all-year-round.

The features of Nu-Style Cabinets are also many! They provide utmost convenience . . . maximum utility . . . absolute economy and greater flexibility. They can be scribed or sawn, and they can be enameled any color or finished natural.

Bilt-Well Products are distributed by leading woodwork jobbers throughout the 37 Eastern States.

CARR, ADAMS & COLLIER CO., Dubuque, Iowa

Manufacturers of *The Bilt-Well Line: Superior Unit Wood Windows • Exterior & Interior Doors • Entrances & Shutters • Clos-tite Casements • Carr-dor Garage Doors Basement Unit Windows • Louvers & Gable Sash • Breakfast Nooks • Combination Doors Screens & Storm Sash • Corner (China) Cabinets • Gli-dor Cabinets • Ironing Board Cabinets • Mantels & Telephone Cabinets • Multiple-Use & Linen Cabinets • Stair Parts*

STANLEY PLANES

Make the most of your skill

The choice of 9 out of 10 woodworkers, Stanley Planes feel right . . . work right. These planes—and many other types of planes—are part of the complete line of Stanley Tools. When you buy tools, look for this famous trade-mark. Stanley Tools, New Britain, Conn.

THE TOOL BOX OF THE WORLD

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS
ELECTRIC TOOLS • STEEL STRAPPING • STEEL

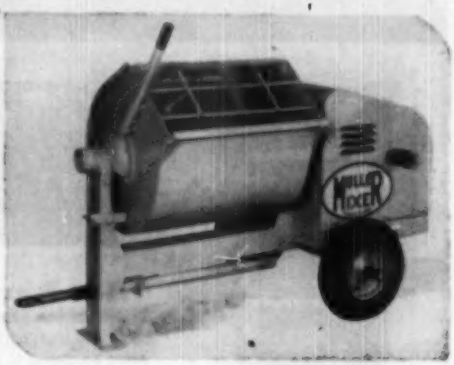
American Builder Publishers Announce Staff Promotions

J. S. CRANE, left, vice president and secretary of the Simmons-Boardman Publishing Corp. and eastern advertising manager of the *American Builder* since 1936, whose appointment as general sales manager of all the corporation's transportation publications was recently announced by James G. Lyne, Simmons-Boardman president; and Charles A. Simonson, who succeeds Crane as eastern advertising manager. Also announced is the appointment of Robert A. Witt, formerly with McGraw-Hill Publishing Co., as *American Builder* promotion manager. Crane is widely known in all branches of the light construction industry and has been affiliated with Simmons-Boardman since 1932. In his new post, he will serve as promotion director for all of the corporation's publications. Simonson, prior to his promotion, was assistant eastern advertising manager

MULLER MIXER

Here it is...

a 3 cu. ft. PLASTER and MORTAR MIXER...



for the small contractor, or for decentralized mixing on large jobs

With B. & S. engine drive $320 . . . Electric motor drive $380

Here's a unit that will place your mixing on an efficient money-saving basis. Just wheel it to the spot nearest the work . . . goes through 31-inch doors. Charging height 32 inches . . . heavy-duty blades give end-to-end action for thorough mixing . . . bag splitter saves time. Hinged housing for quick access to engine and drive . . . hinged safety grating for easy cleaning. Long-life construction . . . heavy roller chain and machine-cut gear drive . . . trouble-proof stuffing box.

Literature on request

Also 6 and 10 cu. ft. plaster and mortar mixers, tilting and non-tilting concrete mixers, concrete carts, mortar boxes

MULLER MACHINERY CO., Inc. **Metuchen 4, New Jersey**

WHY IS BEAUTY—an important factor in home building *—neglected below grade?* All too frequently basements, representing 20% or more of the home area, are left unfinished. These basements are highly valued by home owners for laundries, workshops, recreation and play rooms. Why, then, should they be neglected . . . particularly when it costs so little to decorate with Medusa Paints!

With colorful Medusa Paints, you transform dull unfinished basements into bright, livable areas. *But this is only half the story of Medusa Paints.* On walls, Medusa Portland Cement Paint actually protects the construction . . . sealing out mild dampness, while Medusa Rubber Base Coating gives concrete floors a super-tough finish that has remarkable wearing qualities. Use these long lasting paints for basements, utility rooms, garages, breezeways, stucco and concrete block homes—in fact, all concrete and masonry surfaces! To help you select harmonizing color schemes, we have prepared color charts. Write for them.

MEDUSA PRODUCTS DIVISION
of MEDUSA PORTLAND CEMENT COMPANY
1002-2 MIDLAND BUILDING • CLEVELAND 15, OHIO

***BEST** for Masonry Surfaces*

MEDUSA PAINTS

REG. U.S. PAT. OFF.

Any Style

For Any Climate

ENGINEERED HOUSES

are flexible!

Engineered Houses fit any climate, any style, whatever you want—your way! They're rugged individualists designed for speed—fast because we take your plans or ours and pre-cut and panelize the materials into mass-production. Not pre-fab! Not made to straight-jacket formulas. Versatile—an entirely new conception! $4,000 house or $40,000 house; one unit or a complete project. Our engineers have a billion hours of know-how proved on projects across the nation and around the world! Save on material costs. Save on erection costs.

FOR COMMUNITY, INDUSTRIAL OR SPECIALIZED NEEDS

Phone, wire or write for FREE booklet ENGINEERED HOUSING and get full details on this revolutionary technique in housing construction!

TEXAS HOUSING COMPANY

ENGINEERED HOUSING

POST DENTON DRIVE

PHONE DA-2601 DALLAS, TEXAS

NRLDA Highway Signs To 'Sell' Home Ownership

Highway signs selling home ownership will be installed throughout the country in 1950 by lumber dealers in a NRLDA-sponsored publicity program to be carried out by state and regional associations.

Feature of the sign is a full-color drawing of the Certigrade National Home, the model home publicized in 1949 by the Red Cedar Shingle Bureau.

The signs are built, installed and maintained by a midwest outdoor advertising agency. The dealer-user pays a modest monthly rental fee to the regional or state association.

The signs are double-faced and all printed matter is treated for visibility at night. Installation is in a concrete base; signs are 10 feet high; seven feet wide at top panel and two feet high, four feet wide at bottom panel on which dealer's name appears.

20 Million Acres in Tree Farms at End of 1949

At the end of the year, the nation had a record 20,010,102 acres of privately-owned timber land devoted to the production of wood for commercial use. This acreage, representing 2242 different ownerships in 27 states, is certified in the American Tree Farm system.

Nearly 3,000,000 acres were added in 1949, according to James McClellan, chief forester for the American Forest Products Industries, Inc., which sponsors the program in cooperation with state agencies.

For the fifth consecutive year the South led all other regions in tree farm growth, with a total of 1,151,759 acres. The Western Pine area was second and the Lake State region third.

Minnesota will dedicate its first tree farms in the spring of 1950.

Red Cedar Closet Lining

Brown's

SUPERCEDAR

NATIONALLY ADVERTISED

Guaranteed 90% Red Heart or Better

Only SUPERCEDAR is of the same uniform high quality standard that guarantees every package to contain 90% Red Heart or better, and 100% oil content that produces the pleasing aroma.

100% oil content

Suggest Cedar Lined Closets to Every Home Builder. There is Nothing Better than

ALL WIDTHS PUT-UP 40 FT. TO PACKAGE

SEALED PACKAGED LABELED

More home builders are specifying cedar lined closets today than ever—and Brown's SUPERCEDAR is nationally advertised to thousands of new home prospects, architects and builders. SUPERCEDAR closet lining is surfaced, tongue and grooved, ready to put on with no waste. Packaged and sealed with the Geo. C. Brown label and guarantee, famous since 1886.

Product of

GEO. C. BROWN & CO., Inc.

GREENSBORO, N. C. ESTABLISHED 1886

LARGEST MANUFACTURERS OF AROMATIC RED CEDAR IN THE WORLD

SYMONS FORMING SYSTEM

SAVES TIME

Inset shows how Symons System saves time in erecting and stripping forms. Bolt passes through 2 x 4 stub and tie loop. Wedge secures the assembly. This simple device cuts forming time 50%.

SAVES LABOR

Harry G. Deiring, Foreman, Taylor Brothers, South Bend, Ind., states "Seven men set up the forms for a 26' x 27' foundation in one hour and fifteen minutes."

SAVES COST

With Time and Labor cut in two . . . Plus savings in nails, spreaders, waters and bracing . . . Plus for greater reuse of forms . . . Costs drop to a new low.

RENTED WITH PURCHASE OPTION

WRITE TODAY FOR FREE CATALOG

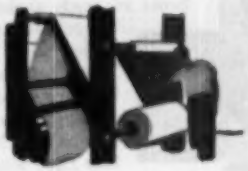
SYMONS CLAMP & MFG. CO.

4261 DIVERSEY AVENUE

CHICAGO 39, ILLINOIS

the LONG and the SHORT of it

Even the queerest window shade requirements don't baffle Columbia! You may want extra long, skinny shades for some mysterious purpose—or jumbo shades that sound impossibly large. Just see your Columbia Authorized Dealer and he'll follow your specifications to the dot. But versatility is only one of the big benefits you get when you install Columbia Window Shades. Some others are:



Long Life—Columbia Shades are built for hard wear . . . woven to resist pinholes and cracks. Maintenance costs are kept way down because Columbia Shades are really tough.

Perfect Service—Quiet and dependable operation is assured. Columbia Shades and rollers pass rigid tests before they leave the factory.

Washability—The firm fabric in Columbia washable shades comes smiling through repeated scrubbings. Colors stay fresh as new.

Weather-proof — Columbia Shades are impervious to weather. Stand up boldly to wind, rain, scorching sun. Columbia Cloth surpasses U.S. Govt. Specifications in quality.

Columbia Shades and Venetian Blinds are sold only through Columbia Authorized Dealers in leading department stores, furniture stores and shade shops.

We will gladly submit *specifications* for shades that can become a part of the General Contractors bid. This includes a recommendation for correct type of fabric, mechanism and color; method of manufacture and proper installation. Let us call on you and discuss your particular problems.

Columbia
WINDOW SHADES AND VENETIAN BLINDS

THE COLUMBIA MILLS, INC. • 428 SOUTH WARREN STREET, SYRACUSE 2, N. Y.

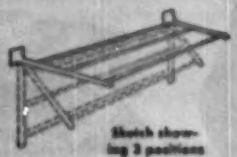
There's something **SPECIAL** *about bathrooms when accessories are* **HALL-MACK**

*TRADE MARK REG. U. S. PAT. OFF.

In Hall-Mack's complete selection of bathroom accessories you'll find unique *special* accessories like these—made to add the final touch of convenience and appearance to any bathroom...

THIS BEAUTIFUL Concealed Lavatory Unit is a perfect companion for all other Hall-Mack Accessories. Soap, tumbler and toothbrush are ready at the touch of a finger—yet smartly concealed when not in use. These bathroom necessities are mounted on a revolving panel, and only a polished chrome surface flush with the bathroom wall is visible when the unit is closed...

AND HERE is a three-bar Adjustable Towel Rack—a real space-saver. It's instantly adjusted to any of three positions (horizontal, 45°, or down) and is ideal for drying hosiery, for displaying guest towels, and for bath towel storage. Drops down out of the way when not in use, yet provides so much *extra* convenience when needed.

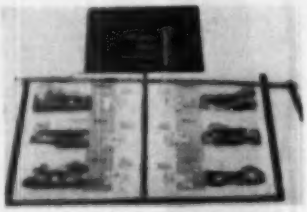


Sketch showing 3 positions of Towel Rack

LOOK FOR *all* of the extra qualities in bathroom accessories—*and you'll choose Hall-Mack!* Remember—there is a complete line to give you the right accessories for every bathroom need. Hall-Mack also makes a full selection of fine Medicine Cabinets and other recessed specialties. Write for details. Hall-Mack Company, 1144 W. Washington Blvd., Los Angeles 7, California.

Book for Merchandising Homes Published by National Plan Service

A complete home building book, designed as a merchandising aid for retail lumber dealers, and others in the building industry is being published by National Plan Service, Inc., R. V. Winters, vice president, has announced. Called "Planning Your Individual Home," the book contains 96 pages of 15x20-inch dimension. Fifty-six pages portray home designs in full color and give home planning guidance, while 40 are devoted to building materials from which to choose in planning a home.



PHOTOGRAPH shows portion of cover and full color spread of six home designs of National Plan Service's sales aid book

All of the merchandising information in the book, which contains no advertising, is presented in a factual manner. Complete coverage is made of all phases in planning and building a home; for example, there are four pages of kitchens.

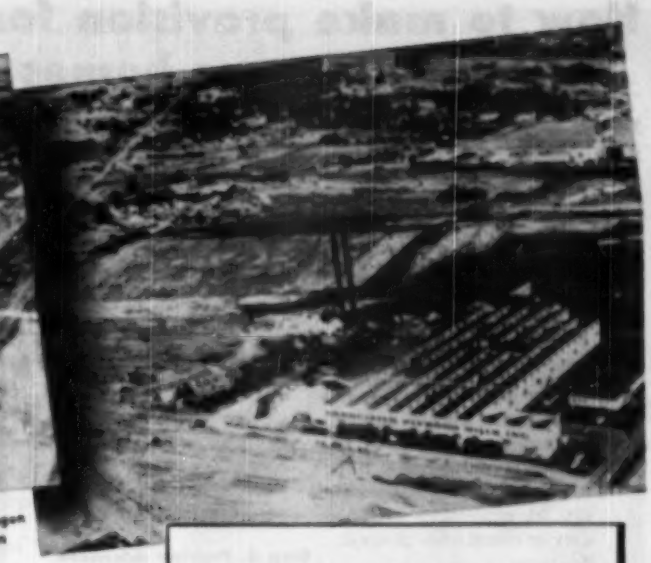
A preview of the book was held at the NRLDA fall meeting in San Francisco, where it was shown to state and regional association secretaries and received very favorable comment as a constructive selling service. The book is being shown currently at state and regional dealer conventions and by National Plan Service representatives. Orders are being accepted for late March delivery.

Wisconsin Professor Named HHFA Housing Research Head

Appointment of Dr. Richard U. Ratcliff of the University of Wisconsin as Director of the new HHFA Division of Housing Research, authorized under the Housing Act of 1949, was announced recently by Administrator Raymond M. Foley of the Housing and Home Finance Agency.

Dr. Ratcliff has had about 20 years of varied experience in the housing field, including business, teaching, government, consulting, writing and research in the economic and social phases of housing, planning and real estate. He formerly was with the

(*Continued on page* 188)



Above: Associated Plywood Mill, Willamina, Oregon
Right: Associated Plywood Mill, Eugene, Oregon

...from Oregon's finest Douglas fir

Plywood is known as the "miracle" wood. How it gets that way at Associated Plywood plants is no miracle at all, but rather a combination of outstanding natural and man-made circumstances.

The rich, rain forests of Oregon yield the fine Douglas fir that comes to Associated mills. These mills are among the largest and most modern in the plywood industry, with a number of manufacturing "firsts" to their credit.

And in these mills work more than 900 skilled craftsmen—men who have had years of training and experience.

The plywood they produce (both exterior and interior panels) is grademarked and trademarked—a double guarantee of product quality and user satisfaction.

APMI trademarked plywood is available in the nation's major building and distribution areas, in stock sizes for most efficient use. Your inquiries are welcomed at Associated mills, or at any of the listed warehouses.

APMI Stock Panel Sizes

Lengths: 60" 72" 84" 96" 108" 120" 144"
Widths: 24" 30" 36" 42" 48"

2 MILLS WITH BUT A SINGLE PURPOSE...

quality plywood

APMI SALES WAREHOUSES

Eugene and Willamina, Oregon
San Francisco, 925 Toland St., 24
Dallas, 4814 Bengal St., 9
St. Louis, 4268 Utah St., 16

OTHER SALES WAREHOUSES

BESSONETTE & ECKSTROM
LOS ANGELES 11, CALIFORNIA

PACIFIC MUTUAL DOOR CO.
TACOMA 2, WASHINGTON
BALTIMORE 31, MARYLAND
CHICAGO 8, ILLINOIS
GARWOOD, NEW JERSEY
KANSAS CITY 3, KANSAS
ST. PAUL 4, MINNESOTA

APMI

ASSOCIATED
PLYWOOD MILLS, INC.

GENERAL OFFICES: EUGENE, OREGON

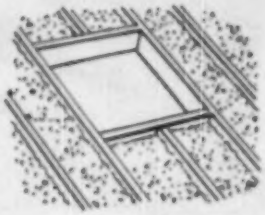
Plywood plants at Eugene and Willamina, Oregon ☆ Lumber mill at Roseburg, Oregon

How to make provision for attic fans in your homes

It is a simple matter to plan new homes so that they can be made comfortable throughout hot summer months. The two steps described below will save money for owners by providing for inexpensive installation of package attic fans, the most economical and practical means of cooling an entire house.

Step 1. Frame for ceiling opening over hallway.

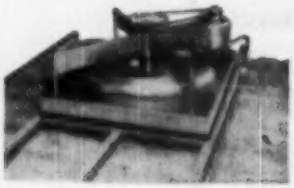
By framing and installing fan when home is built, no extra construction expense is involved. If installation is to be made later, framed opening can be temporarily plastered over or closed with plywood.



Step 2. Provide adequate louvres in proper location.

On new construction it costs very little to include ample exhaust openings to handle attic ventilation. These may be gable louvres or porch, soffit or basement exhausts, depending on the design of the house.

Installation of Hunter Package Fan can then easily be made when home is built, or later



This new fan is a compact unit, with built-in fan, motor and suction box. Fits low-clearance attics. Certified air delivery ratings for any size home or climate.

Automatic or pull chain shutters are quiet, tight-closing. Fit narrow hallways. Soft ivory finish (baked enamel) harmonizes with the color scheme of any room.

MAIL FOR COMPLETE CONSTRUCTION DETAILS

Hunter Fan and Ventilating Company, 381 S. Front St., Memphis 2, Tenn.

Send copy of "How to Cool for Comfort" to:

Name _____ Firm _____

Address _____ City & State _____

Hunter Package Attic Fans

New Johns-Manville Product Used in Interior Decorating

Johns-Manville has entered the interior decorating field in its Flexboard line of asbestos and cement utility sheet materials with the 1950 introduction of De Luxe Flexboard.

Manufactured in sheets one-eighth-inch thick, four feet wide and up to eight feet long, the new material features a fabric pattern and is available in six colors. It has the appearance of a textured material and a hard, smooth finish.

The finish is fused into the base sheet through the use of heat and pressure. The manufacturers said that accelerated tests over a period of more than a year have shown that De Luxe Flexboard is alcohol-proof, grease-proof and highly resistant to acids, alkalines and household chemicals; that it is not marred by burning cigarettes; is remarkably shock-resistant; and that it withstands high humidity, hot water, steam, sun and heat.

Domestic applications of the material include bathrooms, kitchens, nurseries and game rooms; among commercial applications are walls and ceilings in shops and showrooms; window backgrounds and interior displays; and interiors of office buildings, hospitals, theatres and schools. For any of these uses the board may be applied either by adhesives or mechanical fastenings.

Wisconsin Professor

(*Continued from page* 186)

National Housing Agency, predecessor to the HHFA and, since 1944, he has been Professor of Land Economics, School of Commerce, at the University of Wisconsin.

Title IV of the Housing Act of 1949 authorizes for the first time a comprehensive and coordinated housing research program. It directs the HHFA Administrator to carry out a program of research and studies concerned with housing economics and other housing market data and with development, demonstration, and promotion of the acceptance and application of new and improved building materials, methods, and techniques, directed toward increased and sustained production and lower costs.

This activity is to be carried out in cooperation with government and non-profit organizations and private industry.

Since administrative funds for the new program became available late in October, specific research projects set forth in appropriation requests to Congress have been going forward, Foley said.

New STEELCRAFT SPACEMAKER SLIDING STEEL CLOSET DOORS

REVOLUTIONIZE CLOSET CONSTRUCTION

End Swinging Door Nuisances Increase Room and Closet Space Yet Actually Cost Less to Install

Doors and Frame Comprise a Packaged Unit Ready for Installation. Doors May Be Purchased Separately.

No wonder housewives everywhere choose Steelcraft's new SPACEMAKER Steel Doors in preference to the old swinging, space-hogging kind. Just look at the diagrams—see how you have to claw and fumble to get at anything stored in the dead ends of old-style closets. Spacemakers open right up to whatever you want. Besides, Spacemakers permit full use of the room space in front of closets which must be kept free for ordinary doors to swing in.

Nevertheless, Spacemakers actually sell for less than comparable wood doors and hardware. They save on construction costs, too—eliminate extra studs, lath and plaster—cut building time, too because they're so quickly and easily installed. Once installed, they assure smooth, quiet operation—and trouble free service for years to come. Send now for complete details. Just mail the coupon below.

STEELCRAFT ONE-PIECE STEEL DOOR FRAMES Cut Building Costs Still More.

Perfect team mates for Steelcraft SPACEMAKERS, these sturdy steel frames are also ideal for conventional swinging doors of wood or metal. Use this up-to-date, improved product at a substantial reduction in installation costs. One-piece welded construction . . . won't crack, shrink, swell or warp. Reinforced, mitred corners won't open. Hinges are spotwelded to frame. Completely enclosed dust box welded to frame; adjustable brass strike plate furnished. Mail coupon at right for full information.

PRACTICAL . . . Easy to operate—Save space.

EASY TO INSTALL . . . No field cutting for hinges or hardware.

TROUBLE-FREE . . . Won't stick, crack, warp or sag.

SILENT . . . Glide on ball-bearing rollers.

FIREPROOF . . . Sturdy all-steel protection.

ATTRACTIVE . . . Satin Smooth surface takes any desired finish or color.

STEELCRAFT MANUFACTURING COMPANY
ROSSMOYNE, OHIO (IN GREATER CINCINNATI)

STEEL Craft — Mail This Coupon Today!

STEELCRAFT MANUFACTURING CO.
9181 Blue Ash Road—Rossmoyne, Ohio
(In Greater Cincinnati)

Please send me full information on item checked.

☐ Steelcraft SPACEMAKER Sliding Steel Doors.
☐ Steelcraft One-Piece Steel Door Frames.

Name _____
Company _____
Address _____
City _____ State _____
My Position _____ Type of Business _____

1950 Whiteman Power Buggy

You can now use a Whiteman Power Buggy for pouring concrete all the way up to your top floors.

DUMP CONTROL . . . A geared control enables operator to make partial dump and return balance of load to position, a very desirable feature not available in competitive units.

BIGGER BUCKET . . . Now 13 cu. ft. or 2,000 lbs. per load.

MORE POWER . . . Now 7½ horsepower, 4 cycle, air cooled motor. Power to skim over the ground, or climb steep grades (30°) fully loaded.

MORE SPEED . . . Now up to 16 miles per hr. —forward or reverse.

STRONGER FRAME . . . GREATER STABILITY . . . Lower load center of gravity—wider wheel tread with dual tires. Shorter wheelbase—only 43"—permitting use on standard 5' runways.

OTHER SPECIFICATIONS

Overall length 82". Overall width—single wheels 36"; duals 44". Wheels, pressed steel, split rim (all interchangeable). *Tires,* 400-8 (wheelbarrow size). *Drive,* automatic clutch and variable speed changer. *Steering,* full 360° rotating drive mount. Ball bearing support. (Turns in its own radius.) *Brakes,* contracting on load wheels.

WRITE FOR MORE DETAILS

Whiteman MANUFACTURING CO.

3249 Casitas Ave., Los Angeles 26, Calif.

Six Cities Approved for Slum Clearance Funds Under 1949 Housing Act

The first reservations of funds under slum clearance and urban redevelopment program authorized by the Housing Act of 1949 were made recently when Raymond M. Foley, HHFA Administrator, approved preliminary allocations totaling more than $5,000,000 in Federal grant funds for the first six cities to file applications.

The reservations were signed by Foley and Nathaniel S. Keith, director of the Division of Slum Clearance and Urban Redevelopment, at a ceremony at the administrator's office attended by members of Congress representing the applicant cities.

The six cities ranged in population (1940) from 20,000 to 294,000. The cities, amount of grant funds reserved for them and populations are: Jackson, Tenn., $300,000, 24,000; Albany, Ga., $200,830, 20,000; Perth Amboy, N. J., $177,170, 41,000; St. Paul, Minn., $1,276,870, 288,000; Nashville, Tenn., $1,861,000, 167,000; Dallas, Texas, $1,758,400, 294,000.

The grant reservations were made to communities on the basis of applications approved by local governing bodies. They are intended to assure these communities that such reservations will remain available during the period necessary to develop plans for specific slum clearance projects, prior to the execution of firm loan and grant contracts. Keith pointed out that they do not constitute binding commitments, since firm contracts for slum clearance aid can only be entered into with localities on the basis of fully developed proposals. In order to maintain the grant reservations, the localities must take definite steps toward the accomplishment of specific projects within six months.

Under Title I of the Housing Act of 1949, a total of $1,000,000,000 in loans and $500,000,000 in grants is made available to assist local communities in slum clearance and urban redevelopment programs. Reservation of grant funds at the present time is limited to projects to be started by July 1, 1951 and are to be made from the initial $200,000,000 of the grant authorization.

The Federal grants are to be used to pay up to two-thirds of the net write-down cost representing the difference between the cost of acquiring, clearing, and preparing the land for redevelopment and the value of the cleared land for its approved new uses. The locality will contribute at least the remaining one-third.

Here is A REAL HEAVY-DUTY 6" POWER SAW!

New BRADFORD

MODEL 160

Only $59.50

- Complete with Bevel and Depth Adjustment.
- 2" straight cut, maximum; ¾" minimum
- Bevel cut at 45°, 1¼" maximum; ⅜" minimum
- Net weight 10 lbs. 4 oz.

THIS new Bradford 6" Portable Electric Saw is ruggedly constructed and fully powered to take on the toughest sawing jobs! Use of highest quality materials throughout assures carpenters, contractors, and maintenance men YEARS of cost-saving service. Powerful 110 volt AC/DC motor. All ball bearing construction. Helical-cut hardened gears. Compact, streamlined, BALANCED design gives greatest accuracy with least effort.

Ask your Bradford distributor to demonstrate this precision-made tool— it's today's outstanding power saw buy! Write for bulletin giving complete specifications.

THE BRADFORD MACHINE TOOL COMPANY

654 Evans Street—CINCINNATI, OHIO

Precision Since 1840

"Heatilator Fireplaces cost no more and make houses easier to sell!"

SAY LEADING OPERATIVE BUILDERS

HERE'S a big extra selling feature that makes houses move faster — and costs you little or nothing! Build your houses around the cheery glow of a modern Heatilator* Fireplace—the Fireplace that circulates heat instead of wasting it up the chimney. Savings in labor and materials usually more than make up for the small cost of the Heatilator unit.

1. Assures correct operation. The Heatilator unit is a scientifically designed, lifetime-built steel form around which you can build any style fireplace. It assures correct construction even by inexperienced masons and eliminates common faults that cause smoking.

2. Saves you time and money. The Heatilator unit adds little or nothing to the cost of the finished fireplace because it's complete from hearth to flue and ready to install. It saves on expensive firebrick. It saves mason time and labor because all designing is done. You save valuable time because the Heatilator unit permits *unimpeded* construction.

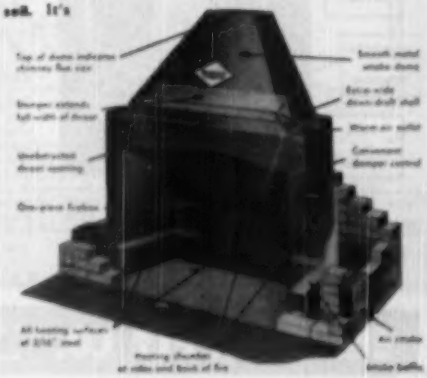
3. Circulates heat, saves fuel. The Heatilator unit takes heat that is ordinarily wasted, and circulates it to every corner of the room . . . and to adjoining rooms as well. On cool Spring and Fall days, furnace operation is unnecessary. In mild climates, it's the only heating source needed.

4. Makes any house easier to sell. It's the kind of quality comfort feature today's house-hunters are looking for! And they know the Heatilator name through over twenty years of national magazine advertising.

Write today for complete specifications and illustrations showing a variety of attractive fireplace designs employing Heatilator units.

Heatilator Fireplaces are sold by all leading building material dealers. Accept no substitute. Look for the Heatilator name on the dome and on the damper handle. Heatilator, Inc., 633 E. Brighton Ave., Syracuse 5, N. Y.

**Heatilator is the reg. trade-mark of Heatilator, Inc.*



HEATILATOR FIREPLACE

TM REG. U.S. PAT. OFF.

Closes Sales FASTER!

Clay Tile Exhibit Offers Outstanding Design Ideas

FLOORS of real clay tile are featured in four rooms recently designed by T. H. Robsjohn-Gibbings, designer for the Widdicomb Furniture Company's new contemporary furniture. The rooms were visited by hundreds of buyers, newspaper-women and magazine

FIREPLACE in living room is attractive through its simplicity

editors during the Grand Rapids, Mich., furniture show, and drew a lion's share of attention.

A glazed tile in a handsome ash gray shade was used throughout the display, which will remain on exhibit all year. The display comprises a dining room, living room, library and bedroom. Clay tile was selected by the designer to match the style of the new contemporary pieces. And in this case it also enhances the general design of the rooms.

The contemporary living room has a long, low fireplace with simple and effective lines. Ash gray color of the tile floor blends well with the brown color of the fireplace mantel.

White brick wall and floor of ash gray clay tile are

WOOD panel above this fireplace carries design motif to ceiling

compelling features of the library. The fireplace in this room is again a simple design. A wood panel over the fireplace, the same width as the fireplace opening, carries the design motif up to the ceiling. Colors of the painting selected to go over the fireplace are dark hued to match the dark effect of the fireplace opening.

Highlight of the dining room is an ash gray clay tile floor that blends well with exposed white brick of the wall.

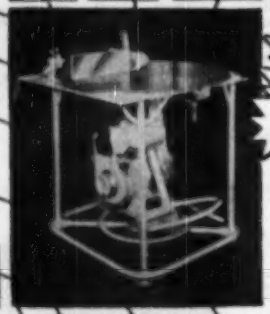
The bedroom is made pleasant and restful by harmonizing colors and materials. Here again the designer

(*Continued on page* 194)

BIGGEST BARGAIN OF THE YEAR!

NEW MULTI-USE POWER SAW

SAWS WOOD · CUTS BRICK · CUTS METAL · CUTS CERAMICS · CROSS CUTS · ANGLE MITERS · RABBETS and TENONS · CUTS PLY WOOD · NOT DEPENDENT ON POWER LINES · CUTS RAFTERS · MITERS · BEVEL RIPS



SPECIFICATIONS: Height 36 in., Width 42 in., Depth 39 in. Table Top 39½ in. diameter. Saw diameter 10 in. Gas Engine 3.6 H.P. operates all day for pennies. Shipping weight 460 lbs.

ONCE-IN-A-LIFETIME SURPLUS SALE

WAS $488.00

NOW

$188.00

WITHOUT ENGINE $148.00 FOB Minneapolis, Minn., U.S.A.

TAKE THE SHOP TO THE JOB

Simply amazing portable power saw for cutting lumber of any length or width—up to four inches thick. Cuts metal trim, transite pipe, stone, brick, flue lining, tile or concrete in a matter of seconds quickly by attaching abrasive blade. Complete with Briggs & Stratton gas engine $188.00! Reduced from $488.00.

EVERY SAW GUARANTEED

SAVE—$300—SAVE

COMPLETE PORTABILITY

BRAND NEW! Made by one of World's leading Precision Equipment manufacturers. In original crates with all equipment.

PORTABLE! Self-contained 3.6 H.P. Briggs & Stratton or Wisconsin gasoline engine. Weighs only 340 pounds. Easily handled by two men. Ready to operate in less than 2 minutes. *Engine alone worth almost full cost of entire saw!*

ROTATING TABLE TOP! The ONLY portable power saw with rotating table for rapid change to all cutting angles. Big 3 foot table, marked in degrees and carpenter pitch, locks securely in any position.

SWINGING ARBOR! Balanced to swing away from operator for safety. Hand and foot guided. Operator's foot does the work.

SOMETHING NEW ADDED! Abrasive blades ($4.25 ea.) cuts steel shapes, sheets, pipe, tubing, aluminum, copper, etc. . . . 3 saws at practically the price of engine alone! Does the work of $1,000 worth of saw equipment. Roller tables available at $49.50. The *bargain* of a century. Write for information.

MAIL THIS COUPON TODAY!

Ennis Supply Company
334 First Street North
Minneapolis 1, Minnesota, U.S.A.

Please ship us ( ) Gasoline Portable Power Saws FOB MINNEAPOLIS . . . via ( ) Fast Freight ( ) Motor Truck.

NAME_____

ADDRESS_____

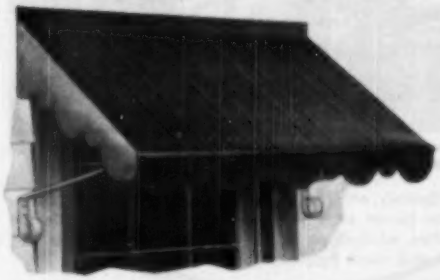
CITY_____ ( ) STATE_____

ENNIS SUPPLY CO. 334 First Street North, AT. 1281 Minneapolis 1, Minnesota, U.S.A.

For Better, More Attractive Homes —
LEIGH BUILDING PRODUCTS
"They'll Lower Your Costs!"

ONE OF THE OUTSTANDING NEW ITEMS OFFERED IN THE LEIGH 1950 LINE IS OUR NEW LINE OF METAL AWNINGS AND CANOPIES

These units are made of DOUBLE-PROTECTED Steel — Steel that is coated with zinc and bonderized for double weather protection. Finished in two coats of baked enamel • one piece construction — no assembly problems • Rigid steel construction will withstand wind, falling icicles, etc. • Beautiful styling enhances any home.

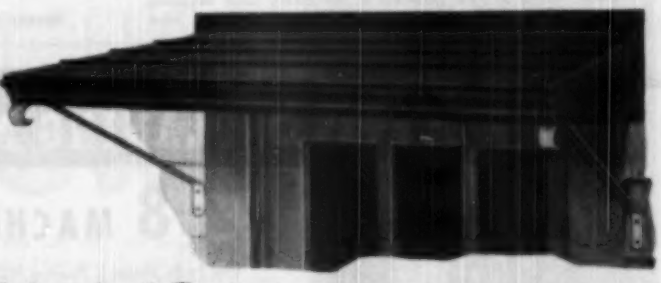


WINDOW AWNINGS

An attractive permanent metal awning that gives cool shade without cutting off ventilation and light. Finished in 3 attractive colors — Green, Blue and Tile Red baked enamel. White enamel inside gives lighter rooms. Flashing nails or screws to house — heavy steel ornamental brackets screw to awning and house — a sturdy permanent installation that can be made in a matter of minutes. Projects 20". Made in widths 30", 36", and 42". Packed in individual shipping containers, complete with brackets, etc.

DOOR CANOPIES

Builders! These door canopies cut your cost 50% to 75%. Compare their cost with your "on the job" fabrication cost. Finished in 3 attractive colors — Green, Blue and Tile Red. Flashing nails or screws to house — heavy steel ornamental brackets screw to canopy and house — a rigid permanent installation that can be made in a matter of minutes. Drip drain channel at front roof edge. Projects 30" — 6" deep, 48" and 54" widths. Packed in individual shipping containers, complete with brackets, etc.



Other Leigh Products

Write today for the LEIGH catalog and your nearest LEIGH Building Products source.

Leigh BUILDING PRODUCTS

AIR CONTROL PRODUCTS, INC.
COOPERSVILLE LEIGH AVE. MICHIGAN.

(*Continued from page* 192)

has achieved an outstanding effect by using simple lines, and a straightforward design motif. A broad, sturdy wood mantel over the low fireplace provides a setting for display items; a natural wood wall above the fireplace blends with the wood mantel, and adds softness to the colors in the room. The design motif of the fireplace is carried out by the use of wood panels on the wall across the room.

The theme of all the rooms is tied together by the use of the same color clay tile, a technique which the designer uses to achieve "interflowing" rooms.

"Clay tile has long been used for floors throughout Spain, Argentina and other lands, but in the United States it has been too often restricted to bathrooms, kitchens and patios," said Drew Schroeder, chairman of the Tile Council of America, which cooperated with Widdicomb on the Grand Rapids display. "These rooms prove that clay has the beauty and design qualities needed to fit it for floors throughout the finest and most modern homes."

DROP ceiling of room adjacent to this dining room heightens the effect of strength added by the use of tile and brick

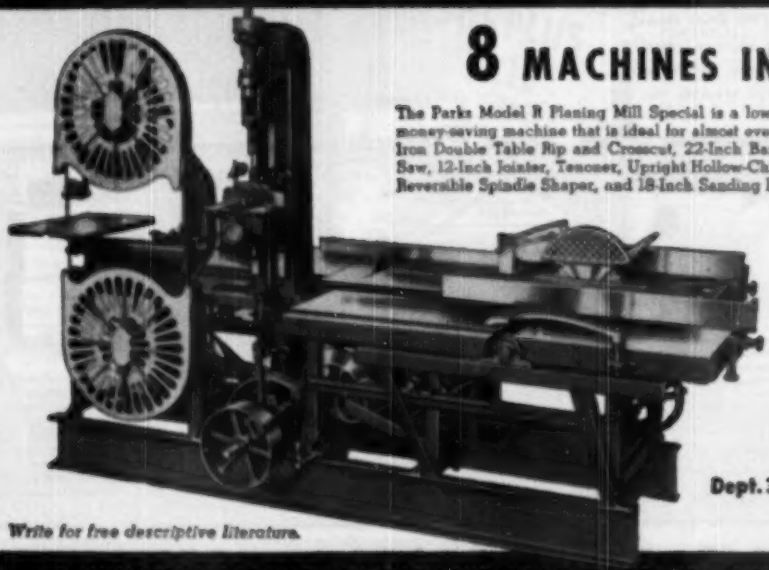
USE of wood mantel and wall panels above fireplace add appearance of restfulness to this pleasant bedroom

Renew your subscription to *American Builder*

The PARKS PLANING MILL *SPECIAL*

8 MACHINES IN ONE

The Parks Model R Planing Mill Special is a low priced, multi-purpose, money-saving machine that is ideal for almost every shop. It offers a Cast Iron Double Table Rip and Crosscut, 22-Inch Band Saw, Swing Cut-Off Saw, 12-Inch Jointer, Tenoner, Upright Hollow-Chisel Mortiser and Borer, Reversible Spindle Shaper, and 18-Inch Sanding Disc.



Write for free descriptive literature.

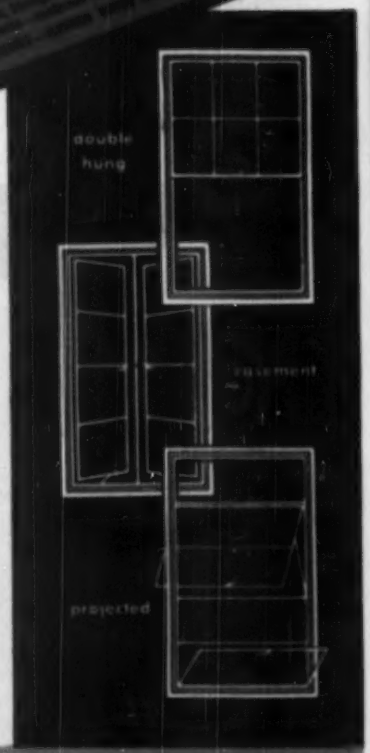
***The* PARKS**
Woodworking Machine Company
Dept. 30-MM, 1546 Knowlton St., Cincinnati 23, Ohio

MANUFACTURERS OF QUALITY WOODWORKING MACHINES *Since 1887*

Important!

Insist on this seal... when you buy

ALUMINUM WINDOWS



Make this your "safety rule" when you buy aluminum windows—*insist on the "Quality-Approved" seal.*

It's your assurance of complete satisfaction, for you and your customers.

It's your protection against windows of inferior materials and construction.

Today, with so many makes to choose from, this protection is particularly important.

It tells you *which* manufacturers make windows that have been tested against rigid standards, and approved.

When you see this bright red seal *you'll know* you're getting all the advantages of aluminum windows at their best—quick, easy installation, good looks, freedom from painting and costly upkeep, trouble-free operation and long, long life.

You can get "Quality-Approved" aluminum windows from any manufacturer listed below.

For complete information consult any Association member, see Sweet's Builders File (Section 3c/1a) or write to Dept. AB-3.

Aluminum Window Manufacturers Association
209 Cedar Avenue · Takoma Park · Washington 12, D. C.

members: A. B. C. Steel Equipment Co., Inc., Tampa, Fla. ★ The Adams & Westlake Company, Elkhart, Ind.
The William Bayley Company, Springfield, Ohio ★ Copplex Products Corporation, St. Louis, Missouri
General Bronze Corporation (and its subsidiary The Aluminum Window Corporation), Garden City, New York
Sterling Windows, Inc. New York City, N. Y. ★ Windshome Corporation, West New York, New Jersey

Chicken House Apartment Style

Measuring 30 x 140 feet, the buildings have modern insulated walls. Each unit houses 7,500 birds

Ventilating louvers in laying houses prevent moisture build-up

A. A. Urness, owner of the Rochester, Minn., hatchery, recently completed two of these laying houses.

Framed of lumber, the laying houses have a concrete block foundation. Floor framing consists of a laminated 8x10-foot girder extending lengthwise of the building along the center line. Framing into this includes 4x10-inch beams, spaced 7½ feet apart for the pen areas and 5 feet apart for the feed room. A two inch D & M floor is laid over the beams.

The wall selected by Urness begins with an exterior asbestos composition board in ¼-inch thickness, horizontally applied in 4x8-foot sheets. Insulating sheathing was tightly installed around the windows and doors.

Within the walls, a 2-inch blanket of glass fiber provides further insulation to keep chickens warm during the cold winter months prevalent in Minnesota. The blankets were installed by nailing wood lath strips over the fold of the paper that encloses the insulation.

On inside walls of the laying houses, ½-inch Insulite Graylite insulation board was nailed directly over the 2x6-inch studs. To resist the moisture produced by chickens, a barrier of special kraft paper with an asphalt core was placed over the ½-inch insulation board on the interior walls. Asbestos board nailed over the vapor barrier completes the wall and provides a durable surface that resists pecking by chickens.

Standarized Panels Speed House Erections

Texas Housing Company of Dallas and New Mexico Housing company of Santa Fe have developed a new technique in home construction. These firms are manufacturing and marketing "engineered" houses embodying a medium between prefabricated buildings and conventional methods of construction. The plant at Dallas is handling better than one million board feet of lumber a week. In this plant, lumber is precut to size and built into wall panels, roof trusses, and other component parts of a house. About 50 per cent of the rough carpentry work is done at the factory.

The company has developed about 200 models and designs for homes from one to four or more bedrooms, ranging in price from $5000 to $40,000, including lot. In addition to its own models, the company is able to adapt specifically designed plans to its production methods. Houses are sold packaged, for erection by contractors, with all lumber needed for completion precut to size, including doors, windows, trim, interior wall finish, hardware, and appliances. The panels are sheathed, exterior only, with ⅜ to ½-inch plywood.

extra white

TRINITY WHITE
Portland Cement

Your customers will appreciate Trinity, the whitest white cement. Gives uniformly excellent results. Widely advertised to architects and users for years. Used in volume in architectural concrete units, terrazzo, stucco, paint, etc. Other uses include light reflecting floors, ornamental work, tile setting, etc.
Trinity is a true portland cement and meets Federal and ASTM specifications. Carry it in stock. Trinity Division, General Portland Cement Co., 111 W. Monroe St., Chicago; Republic Bank Bldg., Dallas; 816 W. 5th St., Los Angeles.

as white as snow

TRINITY WHITE
is a
True Portland Cement!

National HOMES

COST LESS to build — yield MORE PROFIT to Builders!

● That's why National Homes Corporation is not only the nation's *largest* producer of prefabricated homes, but also the *fastest growing.*

Output at Lafayette is already scheduled for a 50% increase over 1949, when we broke all records month after month. Our new plant at Horseheads, New York (near Elmira), serving the Eastern seaboard, means a still greater increase.

Inquire NOW — your city may be open for dealership!

AS ADVERTISED IN
LIFE · POST
Better Homes and Gardens
Collier's

NATIONAL HOMES CORPORATION
LAFAYETTE, INDIANA, U. S. A.

Double Glazing Lowers Air Conditioning Costs, Lab Experiments Reveal

Preliminary results of 3-year tests at the Cleveland laboratories of the American Society of Heating and Ventilating Engineers indicate important advantages for double glazing.

Summer heat is transferred through glass by three means, states a progress report just issued by Libbey-Owens-Ford Glass Co. These are: 1) direct solar radiation, where the window is exposed to direct sunlight; 2) sky or diffuse radiation caused by the air's indirect reflection and absorption of solar radiation, which would cause some heat transmission through a window that is not exposed to direct sunlight; 3) conduction and convection of heat through glass, caused by the temperature differential within and without the building.

Direct and diffuse radiation of solar energy are the most important of these from an air conditioning standpoint, and double glazing does a remarkable job in reducing transmission of heat from these sources. For example, during a normal day 82 per cent of the sun's energy passes through regular quarter-inch plate glass. This transmission is lowered to 71.5 per cent when double glazing is used, consisting of two quarter-inch lights and a quarter-inch air space. A substantial reduction is effected when Heat Absorbing plate glass is used as one light of a double glazed window unit. Transmission of solar energy is then reduced to 44.5 per cent.

Air conditioning savings in dollars and cents may be calculated from the experiments with heat transmission by conduction and convection. Using a day when the outdoor temperature is 95 degrees and the indoor temperature is 80 degrees Fahrenheit with an exterior wind velocity of 15 m.p.h. (these are the conditions upon which air conditioning engineers usually base their cooling calculations) the time rate of flow of heat through a window by conduction and convection was measured for single quarter-inch plate and for double glazing consisting of two quarter-inch lights and a quarter-inch air space. This time rate of flow is designated U. For single plate the U value equalled 1.06 BTUs/ (sq. ft.) (deg. F) (hr.). When the above double glazed combination is used the value 1.06 becomes 0.61. Thus if the cost of power to cool the air warmed by heat flow through single glass is $1.06 for a given area, the cost of power for the same area when double glazing is used would be 61 cents. Heat Absorbing plate does not affect reduction of surface-to-surface heat conduction, its value lying in the reduction of direct and diffuse solar radiation.

These figures can be readily transferred not only into greater warm weather comfort for occupants of private homes but mean a substantial reduction in the size and cost of basic air conditioning comfort for large buildings also.

Further calculations, using basic data in the 1949 Heating, Ventilating, Air Conditioning Guide, show that a five ton reduction in the cooling load for a building, in latitude 40 degrees with 1,500 square feet of unshaded western windows, can be effected with the use of Heat Absorbing Thermopane. The records of architects and air conditioning engineers in a number of Thermopane-glazed buildings support these laboratory results.

The air cooling load requirements for small and medium sized commercial establishments are often met with factory built air conditioning units. When double glazing is installed in such buildings it is often possible to take care of cooling requirements with an air conditioning plant that is a size smaller than would have been necessary for a building with single glazing.

Two Great MONEY MAKERS For BUILDERS

Here are two mixers every builder should own. They speed up work, save many man hours a year and are known everywhere for their quality and rugged construction. See your CMC distributor or write for catalogs.

WONDER 3½ TILTER. The original and still the greatest value in small job mixers. Quality construction featuring Figure "8" mixing action. Quickly spotted anywhere, as shown in above photo. You know this mixer and can buy it with assurance it is the best in the field.

WONDER "SUPER SIX" HOE TYPE MIXER

Mixes cement, mortar, patent plaster with hair or fibre. Has renewable long lasting drum liners—for extra years of service. Triple mixing hoes. Sealed Timken bearings on both hoe and jack shafts.

CONSTRUCTION MACHINERY CO'S

CAN YOU REALLY INCREASE BUILDING VALUES WHILE REDUCING BUILDING COSTS?

Yes, there is a practical way to give the owner *more* for his building dollar . . . while the builder actually saves time and money! By using building materials designed on a 4-inch "module," or unit of measurement, time, labor and costs are all reduced—as long experience has proved. No wonder modular design is one of today's most important developments in the building industry!

ANSWERING YOUR QUESTIONS ABOUT MODULAR-SIZE WOODWORK

Q. WHAT IS MODULAR COORDINATION?

Modular coordination means that the various materials going into the construction of a building are designed on the 4-inch module so that they will fit together quickly and easily.

Q. WHAT IS A MODULAR PLAN?

A modular plan is one drawn on a 3-dimensional, 4-inch grid, to which the building layout details are referenced. This provides a simple, convenient and uniform way of dimensioning and referencing drawings and of relating details to the dimensions of the building.

Q. DOES MODULAR DESIGN REQUIRE ANY CHANGE IN BUILDING METHODS?

No. Modular-size woodwork merely reduces wasteful cutting and fitting on the job. Any type of modular-size window, for example, fits *one* standard 2-light opening.

Q. DOES MODULAR DESIGN LIMIT CREATIVE PLANNING?

No. Modular design does not limit or restrict the free architectural expression of style and individuality. Modular design, too, fits any type of structure—no matter how small or how large.

WOOD . . . IDEAL BUILDING MATERIAL . . . NOW MODULAR DESIGNED!

No completely effective substitute has ever been found for wood when used for such building products as windows—sash—window frames—screens, etc. Moderate in cost, wood offers a unique combination of advantages. For wood is a natural insulator—retards the passage of heat and cold. Wood does not encourage condensation—a frequent cause of redecorating problems. Wood has an ideal surface for taking and holding paint, stains or other finishes. Toxic preservative treatment of woodwork products at the factory gives them added resistance against moisture, staining, insect attack or humidity. And now, woodwork is available MODULAR DESIGNED—another *plus* value!

MAIL THE COUPON FOR COMPLETE FACTS!

Ask your lumber dealer to give you the facts about modular-size windows, window frames, screens and other woodwork—or mail the coupon for our free illustrated folder.

For full information on standard sizes, designs, manufacturing requirements, preservative treatment requirements and grading rules, see National Woodwork Manufacturers Association Catalogs in Sweet's Builders' File.

NATIONAL WOODWORK MANUFACTURERS ASSOCIATION
332 SOUTH MICHIGAN AVENUE
CHICAGO 4, ILLINOIS

This seal of approval identifies woodwork products with the NWMA minimum standards of toxic preservative treatment.

LICENSE NO. 000 TOXIC—PRESERVATION APPROVED NATL. WOODWORK MFRS. ASSN.

National Woodwork Manufacturers Assn.
332 South Michigan Avenue
Chicago 4, Illinois

Gentlemen: Please send me your folder, "New Savings for Builders."

Name.....

Address.....

City.....Zone.....State.....

IN ALL POPULAR SIZES, IN A WIDE VARIETY OF PRICE RANGES

CROSLEY

offers you a Complete Line of

KITCHEN APPLIANCES AND EQUIPMENT

Now, at last, you can install a complete Crosley kitchen—*with all the appliances and equipment specifically styled and designed to go together*—in almost any size or shape of room and at prices your clients can afford.

Crosley offers you a complete new kitchen line—adaptable, modern, beautiful.

You can "create" your Crosley kitchens from a choice of scores of appliances, cabinets, and accessories in the popular size and price ranges. Specialized assistance is available through Crosley National Builder Sales—a department developed to supply complete information for your building needs.

Choose from 9 beautiful Crosley Refrigerators
(2 Apartment-Size Models)

Only Crosley offers you the exclusive *Shelvador*® that doubles "front row" refrigerator space and triples bottle storage. Puts frequently used foods right in front, in plain sight, at the "convenience level." And Crosley gives you the wonderful "*ButterSafe*," plus *full-width freezer* compartment on most models, plus compact ELECTRISAVER unit, hermetically sealed, requires no oiling or servicing. Warranted for *five* full years.

Select any of 8 handsome Crosley Electric Ranges
(2 Apartment-Size Models)

Crosley incorporates the type of features that housewives have actually asked for:

Self-cooling, self-adjusting oven door . . . automatic cooking . . . recessed toe space . . . high-speed surface units with 7 speeds . . . deep-well cooker.

You can offer homeowners and tenants a choice of models — single-oven, double-oven, cleaner-top, divided-top, large-size, apartment-size — and many others.

You have a choice of 24 different Crosley Electric Water Heaters

Crosley offers a wide range of Custom and De Luxe Models in capacities from 42 to 82 gallons — in both round (at left) and table-top models (at right) . . .

- Extra-heavy galvanized steel storage tank (warranted for one full year in De Luxe Models; ten years in Custom Models)
- Simplified installation
- High-gloss, baked enamel finish to match other appliances
- Fiberglas insulation

The Crosley Garbage Disposer (above at right) — Revolutionary design — can't jam or clog — and it can be *fitted to practically any sink.*

There are 7 Crosley Kitchen Sinks to fit your every need

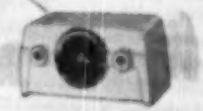
Now you can install a Crosley Cabinet Kitchen Sink with all those very latest features . . . king-size bowls — splashless faucet and spray assembly — divided linoleum-lined drawers. Sound-proof doors flip open easily, and inside there's a sliding wire bin for vegetables, a cutting board, "Shelvadoors" for washing powders and cleansers, a dust cover rack.

Crosley Home Freezers offer you a full line of sizes from 3.2 to 20 cu. ft. capacity, including the Crosley Kitchen Freezer — world's lowest-priced home freezer. Here's a special feature you can offer tenants and homeowners for as low as 68¢ a month!

You have a wide selection of other equipment too — base cabinets, wall cabinets, corner cabinets, utility cabinets; range and refrigerator pantries, plus accessories like the Crosley cup holder, bread box, flour bin.

A CROSLEY EXCLUSIVE!

Here's the type of progressive planning that's helping to put Crosley out in front with homeowners — an attractive, full-toned radio *designed especially for the kitchen!* Styled in gleaming white Dulux finish, with polished chrome dial and knobs.



Write for full information about the NEW CROSLEY BUILDERS' PLAN FOR BUILDERS AND ARCHITECTS:

National Builder Sales, Crosley Division, Avco Manufacturing Corporation, 1329 Arlington Street, Cincinnati 25, Ohio

CROSLEY

Cincinnati 25, Ohio — Division

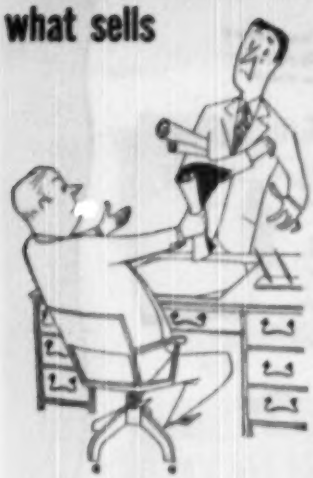
Better Products for Happier Living

AVCO

Shelvador® Refrigerators . . . Freezers . . . Electric Ranges . . . Steel Kitchen Cabinets . . . Sinks Garbage Disposers . . . Electric Water Heaters Radios . . . Television

and of course, they're electric!

bankers know what sells



and it takes ADEQUATE WIRING

Bankers and loan companies know what will sell and what won't. They *know* that prospective home buyers are thoroughly sold on electrical living—*and that it takes Adequate Wiring.*

You *must* wire anyway. Why not make this *must* a selling point?

With Adequate Wiring, you get all these advantages:

Faster, better loans
Selling helps
Easier sales
Reputation for quality

Adequate Wiring is one of the least costly "plus values" you can add to clinch sales.

For information on Adequate Wiring, or help in applying this selling tool to your operation,

Just use the handy coupon.

Selling's Less Tiring With Adequate Wiring

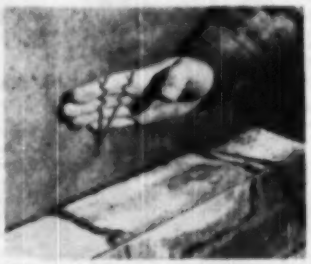
National Adequate Wiring Bureau
Department A-3
155 East 44th Street, New York 17, N. Y.
Please put me in touch with the nearest local Adequate Wiring Bureau. I'm interested in giving my houses more sales appeal.

NAME.....
COMPANY.....
ADDRESS.....
CITY.....STATE.....

New Type Masonry Veneered Wall Tie

Called the Copperweld V-Lok Tie, this new veneered wall tie design consists of a V-shaped prong of Copperweld wire and a Copperweld nail, both made by a Molten-Welding process in which a thick copper covering is welded to a strong alloy steel core for permanent protection against corrosion.

NAIL holding the V-Lok prong is driven into studding above masonry work



TIE is bent over to required angle as the brick wall is brought to proper level

TIE is embedded in masonry, and V-shape design of prongs resists tensile stresses

Offered by the Copperweld Steel Co., Glassport, Pa., the new tie meets all specifications set up by the American Standard Building Code Requirements for Masonry. The wide spread of the V-Lok prongs securely anchors a wide area of brick to studding, and the V-shape design resists tensile stresses.

STAPLE—to save time speed up production

T-32 Gun Tacker

Replaces hammer and tacks at trigger rate speed. Shoots a staple wherever a tack can be driven. Ideal fastener for Carpenters, Insulators, Roofers, etc. Special screen and window shade attachments. Loads 130 staples—3/16", ¼" and 5/16", $8.50

Rustproof "Monel" staples available.

P-22 Hand Stapler

"Reaches into hard-to-get-at places." Ideal for tagging, wrappings, roofing felt, etc. Same machine takes ¼" and 5/16" staples. Loads 100 staples. $1.50

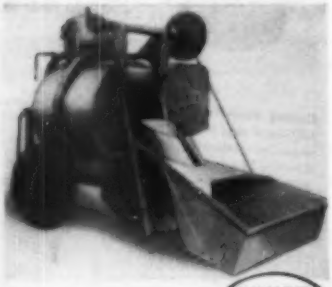
#105 Standard

Stapler, Tacker and Plier. Temporary and permanent stitch. Precision built of all steel with chrome finish. Fastens up to 40 sheets of paper, loads 105 standard staples. $1.50

Slightly higher in the West and Canada

BUY FROM YOUR LOCAL DEALER OR ORDER DIRECT—DEPT. AB

ARROW FASTENER COMPANY, INC.
39-39 Meaujer St., Brooklyn 6, New York



HEAVY-DUTY HALF BAGGER *with Power Loader and Track*

MULLER MIXER

THIS mixer gives the smaller contractor every production advantage found on larger mixers. Output is increased because high shoveling is eliminated. Automatic water measurement, rapid discharge and Briggs & Stratton air-cooled engine insure perfect performance. Capacity [illegible] cu. ft. mixed concrete, plus 10% overload.

Write for prices and specifications

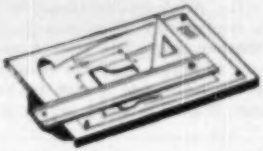
MULLER MACHINERY CO., Inc.
750 WHITMAN AVENUE
METUCHEN, NEW JERSEY

Tilters, Non-tilters, Plaster Mixers, Concrete Carts, Mortar Boxes

Whatever

kind of

building



you're designing...

HERE'S VALUABLE INFORMATION TO KEEP ON HAND!

Indispensable working equipment for your desk . . . this handy piece of literature tells you all about Aetna 1-Piece Steel Door Frames, gives clear specifications and installation details to help simplify one important problem of house design. Send for this Aetna "Work Sheet" now . . . without obligation.

AETNA STEEL PRODUCTS CORPORATION
61 Broadway, New York 6, New York

Gentlemen:
Please send me free FR door frame literature.

Name _____ Position _____
Company _____
Address _____ AB-1

AETNA FRAMES

AETNA STEEL PRODUCTS CORPORATION

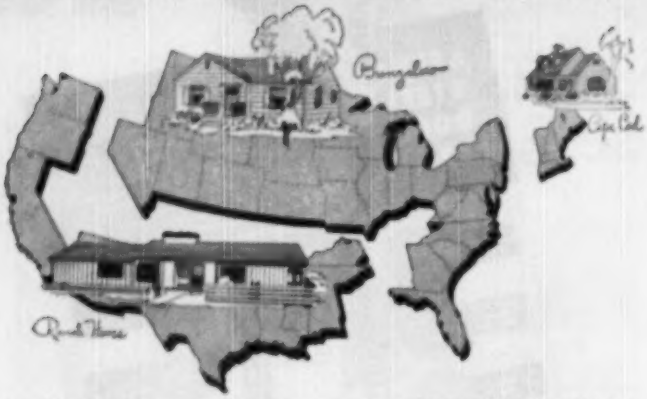
61 BROADWAY, NEW YORK 6, NEW YORK

MANUFACTURERS OF STANDARDIZED STEEL DOORS AND FRAMES FOR HOUSING UNITS.

FABRICATORS OF QUALITY HOLLOW METAL PRODUCTS FOR SCHOOLS, HOSPITALS, OFFICE BUILDINGS, ETC.

Architectural potpourri feature of 'All-American house of 1950'

NAREB survey of 513 cities discloses that dining rooms, kitchens, closets, and prices are focal points in planning home of year



HOUSE designs follow regional traditions, ranch, bungalow, and Cape Cod being preferred choices

THE All-American House of 1950—the most popular type of dwelling now being sold—will be a bungalow of no definite architectural type ranging in price from $8,000 to $10,000, with no dining room or basement and with smaller kitchens but greater closet space than prewar, T. H. Maenner, Omaha, Neb., president of the National Association of Real Estate Boards, said recently.

His description of the 1950 house was based on a survey in 513 cities just completed with the aid of local real estate boards.

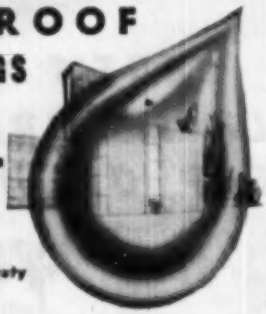
The All-American House can best be described as eclectic—picking up ideas from everywhere—in half of the reporting cities, Maenner explained. In one city of every three, however, the 1950 dwelling will be a "ranch" type house, and in one city of every five, it will be the Cape Cod or colonial type.

The ranch type is tops as the 1950 house on the Pacific Coast, in the East, south Central states, and in the West South Central region, where it originated. The Cape Cod house dominates its own home region, New England, but it is not the most popular house in a majority of cities in any other region. Even in New England the eclectic bungalow is the most popular design style in one city of every four, and in one-third of the larger cities.

The All-American House of 1950 is emphatically a low-cost dwelling, Maenner said. The price range begins as low as $5,000 in 16 per cent of the cities, and it runs no higher than $10,000 in every region of the

WATERPROOF YOUR BUILDINGS with CRYSTAL

Silicone Water Repellent



- Safeguards Structural Beauty
- Protects Indefinitely

Amazing new exterior water-repellent actually penetrates to prevent moisture and water damage . . . gives you two important benefits:

1. ORIGINAL BEAUTY RETAINED—Invisible after application, Crystal does not change the color or surface texture . . . makes surfaces stainproof and prevents efflorescence.

2. MATERIALS LAST LONGER—Crystal repels water throughout entire depth of penetration . . . provides lasting protection to all man-made masonry and most natural stones.

ONE COAT OF CRYSTAL is all that's needed, either brushed on or sprayed, applied at any temperature . . . saves money . . . saves time on the job!

Send for your free copy of "Exterior Masonry Waterproofing Manual."

WURDACK CHEMICAL COMPANY
4954 FYLER AVENUE ST. LOUIS 9, MO.

Easy—the Finisher that Experience Built!

For over ten years, Easy Finishers have proven themselves on thousands of finishing and re-finishing jobs. We worked side by side with you to learn just what features you wanted. We then devoted years designing, testing, proving this NEW Model DF Easy Finisher. It's the first finishing machine built by experience to give you everything you need for maximum efficiency—with trouble-free low cost maintenance.

Only Easy Gives You:

VIBRATIONLESS ACTION—Revolutionary new mechanism runs like a kitten, as velvety smooth as an electric drill.

POSITIVE DRIVE—Regardless of the pressure applied, you still get the full stroke of the sanding or rubbing pad.

LARGE PAD—Takes full third of standard abrasive sheet—3 sq. in. larger than earlier models, twice the working area of some sanders.

CORRECT WEIGHT—A production unit, not a hobby toy. Heavy-duty parts mean longer life and dependability.

LEVELIZER—Insures uniform cutting over entire surface of sanding pad.

STRAIGHT-LINE—There is no substitute for EASY's straight-line back-and-forth action. No cross-grain cuts, sands up to moldings safely.

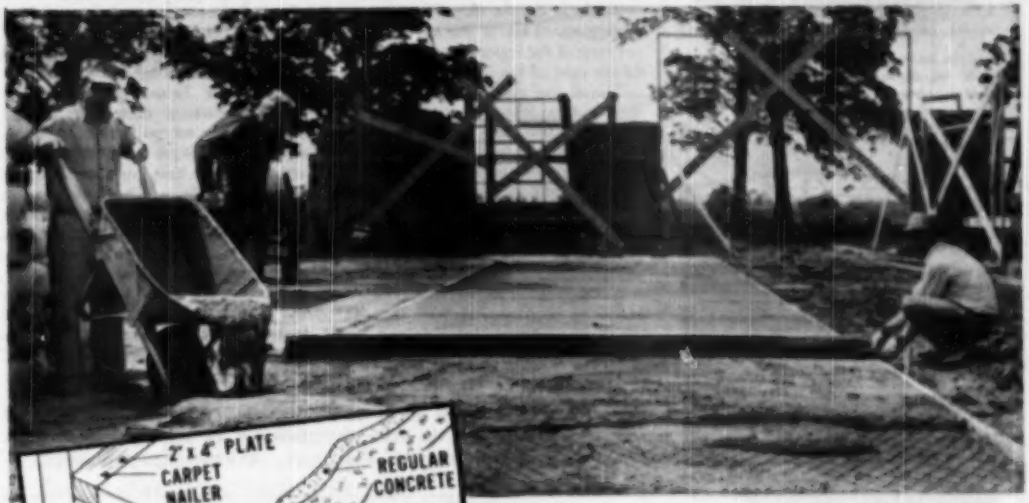
For complete story of these and other outstanding EASY features, send for bulletin or call your dealer or jobber.

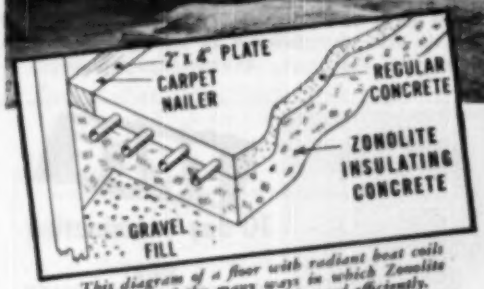
Easy is tops for smoothing wallboard seams, plaster patches and hundreds of other varied customer jobs.

DETROIT SURFACING MACHINE COMPANY
DETROIT MICHIGAN

DETROIT SURFACING MACHINE CO.
7458 W. Davison • Detroit 4, Mich.
Name_____ Title_____
Company_____
Street No._____
City_____ Zone_____ State_____

Now INSULATED GROUND LEVEL FLOORS CAN BE INSTALLED EASILY AND ECONOMICALLY with NEW INSULATING CONCRETE





This diagram of a floor with radiant heat coils shows one of the many ways in which Zonolite Vermiculite Concrete can be used efficiently.

SO EASY TO INSTALL

Zonolite Insulating Concrete is extremely light and is made by mixing portland cement with Zonolite Stabilized Concrete Aggregate—a material weighing only 8 pounds per cubic foot. Because it is so light and easy to handle, it can be efficiently and rapidly applied.

Here's How ZONOLITE* Vermiculite Concrete Gives You EXTRA ADVANTAGES

Architects and contractors are discovering a new type ground level floor that insulates against heat loss into the ground and is free from condensation the year around. This new floor is made of Zonolite Vermiculite Concrete, a revolutionary form of insulation.

Floors made with Zonolite Vermiculite are low in heat capacity, permitting better control of room temperature by minimizing heat lag—a real advantage when heating rooms. This advantage, combined with its insulating qualities, makes Zonolite Vermiculite Concrete the ideal base for radiant heat pipes installed in the floor.

Millions of square feet of Zonolite Concrete have been installed in large scale housing projects, industrial structures, college dormitories and many other type buildings. A fireproof Zonolite Concrete floor increases the building value and makes the property far more salable.

ZONOLITE BRAND VERMICULITE INSULATION

ZONOLITE COMPANY
135 South La Salle Street
Chicago 3, Illinois

MAIL COUPON FOR DETAILS

Zonolite Company
Dept. AB-30, 135 S. LaSalle St., Chicago 3, Ill.
Please send me FREE booklet that tells all the advantages of Zonolite Insulating Concrete for floor construction.

Name.....

Address.....

City..... State.....

*Zonolite is a registered trademark of Zonolite Company

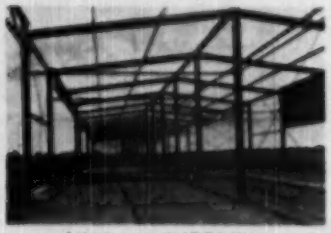
Place Your Steel Problems In Our Hands . . .

You will find the answer to your steel problems here at International.

Large stocks of various steel shapes, standardized methods of manufacture, and a large, well-manned plant enable us to make good delivery of your structural steel.

The variety and economy of our steel building products give you one source of supply, saving time and money.

Send your plans for our prices — or write for assistance in working out your steel problems.



A simple, economical T-Ship Hangar Frame by International

INTERNATIONAL STEEL CO.

1804 EDGAR ST. • EVANSVILLE 7, IND.

(*Continued from page 204*)

country and for both large and small cities (78 per cent of all cities).

In the smaller cities, he added, only one city of every six shows a predominance of higher-cost homes in the new construction. But one of every three of the larger cities reports that top cost, if a new house is to be popular, runs up to $15,000.

The lot on which the House of 1950 is built is larger than for prewar structures. This is the trend in 76 per cent of the reporting cities, and in 83 per cent of the larger cities.

The dining room in the House of 1950 is vanishing, Maenner said. It is likely to be a mere indicated corner of the living room in 66 per cent of the reporting cities. Small cities are now the leaders in eliminating the dining room. The separate dining room is vanishing in seven of ten of the smaller cities.

The House of 1950 is likely to have no basement. Basements, however, are more popular than they were in the prewar days in New England, the Middle Atlantic states, and the East North Central states.

Its porch is still most often found in the front, where it will shelter the entrance and "dress up the looks of the house," Maenner asserted. But in large cities it is now preferred at the side where the entrance is now often placed. While 38 per cent of reporting cities say front porches are preferred, the remaining 62 per cent are evenly split between a preference for the back porch, serving as an outdoor living room, and the side porch.

Plaster is still the typical interior finish of the House of 1950. Dry wall construction has become typical of the new house construction in only 28 per cent of the reporting cities.

Notwithstanding the considerable movement for larger kitchens, the typical new House of 1950 has a smaller kitchen than the prewar house, Maenner pointed out. However, while 58 per cent of reporting cities indicate that costs are keeping kitchen size down, 42 per cent report that new kitchens are now larger than in the prewar house. The large cities show this trend slightly more frequently than do the small cities.

Closet space is definitely greater in the 1950 house than it was in prewar houses. Added closet space is a feature of the 1950 new house in 77 per cent of reporting cities and in 81 per cent of the smaller cities reporting. This last fact is an indication of how fast the smaller cities are pick-

(*Continued on page 208*)

TO PREVENT THE POSSIBILITY OF POISONOUS CARBON MONOXIDE IN THE BUILDINGS YOU BUILD

Install "NATIONAL"

The Approved Garage Ventilation Equipment

Standardized engineering simplicity that lends perfectly to new garage buildings—efficiency, appearance, economy of installation and shop working conditions. The method of exhaust gas removal used by "National" is recommended by health departments, insurance companies, architects, building contractors and building codes in most cities and states. 4 different types of systems to choose from. Complete packaged units—ready to install. Nothing else to buy—low in cost.

Illustration shows sectional view of "National's" under-floor disappearing tube installation. Note that tube disappears without entering main trunk line—for balanced flow of air through main duct and perfect exhaust gas removal.

Write for complete literature and costs.

THERE ARE MORE "NATIONAL" SYSTEMS IN OPERATION IN THE UNITED STATES AND CANADA THAN ALL OTHER TYPES OF SIMILAR SYSTEMS COMBINED. LITERATURE AND FULL INFORMATION ON REQUEST.

THE NATIONAL SYSTEM OF GARAGE VENTILATION

World's Largest Manufacturers of Exclusive Garage Ventilation Equipment

Dept. 78, 210-230 N. CHURCH STREET, DECATUR, ILLINOIS

FREE

10 day examination offer

SEND FOR THE TAMBLYN SYSTEM OF ESTIMATING ON FREE 10 DAY OFFER

- *Let me show you how you can cut guesswork out of building estimating*

Hazards of competitive bidding have been reduced to a minimum for thousands of contractors now successfully using my simple factors in preparing their cost estimates on materials and labor. I want to become your "silent consultant" by placing at your elbow, for immediate reference, the boiled-down essence of my 40 years' experience—expressed in simple factors that require only the application of your local wage and material rates to arrive at a competitive, yet safe cost, as a basis for contracts. Mail the coupon to me today.

Gordon M. Tamblyn

MY GUARANTEE

As a reader of this publication we are warranted in sending you a copy of the complete Tamblyn System for 10 days free inspection. At the end of inspection period, you may mail it back or pay $38.75 in easy monthly payments.

Send no money—just mail this coupon.

GORDON TAMBLYN, THE TAMBLYN SYSTEM
1115 So. Pearl St. A-39 Denver, Colorado

Send me the complete Tamblyn System on free 10 days trial! If I like it, I will pay $8.75 when 10 days are up and $7.50 per month until $38.75 is paid. Otherwise I will return it.

Name_____

Address_____

City_____ State_____

Cut Your Costs On Every Type Of Construction Job... With BLUE BRUTES!

Here are typical examples of the up-to-the-minute design, long-lasting construction and smooth, dependable performance now proving to contractors all over the world that there's more worth in a Blue Brute. Your nearby Worthington-Ransome Dealer has the complete line of Blue Brute Construction Equipment. Write for his name.

WORTHINGTON PUMP AND MACHINERY CORPORATION
Construction Equipment Department
Harrison, New Jersey
Distributors in All Principal Cities

WORTHINGTON

Concrete Costs Less!

Count on Blue Brute Portable Mixers for lower-cost concrete on every job. Quickly spotted and towed, and with such features as smooth, positive gear-and-pinion drive . . . high-carbon, Timken-equipped drum rollers . . . and Ransome's famous mixing action, they're sure bets for speedier, better mixing.

Water-Handling Cheaper!

You'll move more water — faster, farther, easier with a Blue Brute Self-Priming Centrifugal Pump. Rugged in every detail, with fast pickup, extra reserve power and high resistance to rust, corrosion and ordinary wear. Built in A.G.C. sizes to A.G.C. standards.

More Air For Less Money!

Get *all* the air-power out of every drop of fuel with a Blue Brute 60' Portable Air Compressor. Strong, light and efficient, it provides constant, dependable, economical air supply through its easy-breathing Worthington Feather* Valves. Other Blue Brute Compressors, from 105' to 500'.

*REG. U.S. PAT. OFF.

Construction Expenses at Rock Bottom!

Team up these fast, hard-hitting Blue Brute Air Tools with Blue Brute Compressors — and watch your daily expenses go down. Though tough and powerful, they have the lightness and compactness to keep your workers more satisfied—and more productive.

BUY BLUE BRUTES

IF IT'S A CONSTRUCTION JOB, IT'S A BLUE BRUTE JOB

metal weather strip NAILS

Preferred everywhere by the trade for many years. Made with barbed shanks and suitably plated for maximum resistance to elements. Available in one, two or five pound packages and in bulk. Immediate delivery.

JOHN HASSALL, INC.
182 Clay Street
Brooklyn 22, N. Y.
Established 1850
Hassall

(*Continued from page 206*)

ing up the most modern home building ideas.

The volume of sales on new houses is holding steady in well over half of the cities of the country, and is still advancing in 20 per cent of the cities, according to the survey.

The large cities have the strongest market, Maenner added. In approximately two-thirds of these larger cities, there has been no let-down, and more than one-fourth show a definite up trend.

Regional Subtypes

There are some interesting regional variations in a house of today, as would be inevitable because of variations in climate and tradition, Maenner commented.

New England's House of 1950 has a fireplace and a basement. A hot water heating system is here the most desired. New England prefers a side porch rather than one to the front or back. It is less interested than other sections of the country in increasing closet space.

In the Middle Atlantic states (N.Y., Pa., N.J.) the House of 1950 is likely to be somewhat more expensive than the national average. The most popular price ranges no higher than $10,000, but in one city of four the most popular range includes houses priced up to $15,000. The preferred Middle Atlantic house is a bungalow, with the Cape Cod design a close runner-up. It has a fireplace, side porch and basement. Preference in heating systems in this region is almost equally divided between hot water and oil furnaces.

In the South Atlantic states (Md., Del., W.Va., N.C., S.C., Ga., Fla.) the House of 1950 takes this regional slant—the lot size is definitely larger than in prewar houses, especially in the large cities, and larger closet space is almost universal. The popular house here has a hot air furnace and a fireplace.

The East North Central states (Ohio, Ind., Ill., Mich., Wis.) follow fairly closely the national type in the House of 1950, except that basements here are popular, and kitchens are larger than was the prewar style.

In West North Central states (Minn., Ia., Mo., N.D., S.D., Neb., Kan.) the House of 1950 is exactly that described as a national favorite. In this region not a single city reports hot water heating systems as most popular.

The East South Central states (Ky., Tenn., Ala., Miss.) like best the ranch or rambler house. Cape Cod is

(*Continued on page 210*)

Local Colorcretors Can Earn High Incomes

COLORCRETE is today's biggest business opportunity in the building field. High returns from a low investment. Easy, fascinating work. Large waiting market because Colorcrete is applied over all kinds of old and new masonry surfaces—exterior and interior.

Beautifies and Protects All Types of Buildings

Pneumatic pressure sprays plastic-like Colorcrete to give enduring beauty and water-resistant values. Range of 50 gleaming colors; many textures. Easy to wash. Smartly modern. Write or wire today for Opportunity Portfolio, which gives complete story.

COLORCRETE INDUSTRIES, INC.
500 Ottawa Ave., Holland, Mich.

Yours **FREE** *for the Asking!*

A GUIDE TO QUICK HEATING

Choose The Right HEETAIRE for Every Purpose!

Look at this Table of Contents!

- The Principles of HEETAIRES Types and Sizes
- THERMOSTATIC CONTROLLED Operation
- Series 330 HEETAIRES . . . Fan-Forced Radiant Heat 1250 to 3000 Watts
- Series 250 HEETAIRES . . . Fan-Forced Blade Heat 1500 to 3000 Watts
- Series 210 HEETAIRES . . . Fan-Forced Blade Heat 2000 to 6000 Watts
- Series 300 HEETAIRES . . . Radiant Heat 1000 to 1250 Watts
- Series 340 HEETAIRES . . . Radiant Heat 1000 to 1250 Watts
- Series 170 HEETAIRES . . . Fan-Forced Blade Heat 1650 Watts

How to Select the Right HEETAIRE for Every Purpose

Here's the first and only complete GUIDE to the selection of electrical wall-insert and wall-attachable space heaters! It gives all the information about QUICK HEATING you've always wanted—types, sizes, heating principles, thermostatic heat controls, recommended wattages — plus an exclusive chart based on the four factors that determine the selection of the correct HEETAIRES.

It's yours for the asking — just drop us a card.

MARKEL ELECTRIC PRODUCTS, INC. — **LA SALLE** LIGHTING PRODUCTS, INC.

151 SENECA STREET — BUFFALO 3, N. Y.

BECAUSE...

Superior product! Barrett-produced felts have a high rag content, give longer life because of their greater tensile strength and saturating capacity. Barrett* Prepared Roofing is more pliable, holds its mineral surfacing more firmly . . . assures real trouble-free performance.

Wide Line! A great variety of weights, colors, and shapes to meet every customer-demand.

Convenient Packaging! Neat, attractive Barrett packages, properly labeled, easy to open, thoroughly protect the product.

Free Sales Helps! Barrett offers 330 outstanding sales helps . . . sales promotion items, sample boards, sales literature. All are furnished at less than cost. Most of them are absolutely free.

4-color National Advertising! Barrett is the *only* Asphalt Shingle advertised in The Saturday Evening Post in full color! These great ads are supported by hard-selling messages in other magazines.

Barrett looks after its own! Barrett salesmen actively help their accounts build new business.

It all adds up to better business for you! It pays to sell Barrett Prepared Roofings . . . **join up with Barrett now!**

THE BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION
40 Rector Street, New York 6, N. Y.

200 W. Wacker Drive, Chicago 6, Ill. — 1327 Erie Street, Birmingham 8, Alabama — 56th St. & Grey's Ferry Ave., Philadelphia 48, Pa.

*Reg. U. S. Pat. Off.

Easier, Faster Floating 30% Stronger Concrete

SYNTRON

VIBRATING FLOATS

9 Profit-Boosting Features

Produce 30% Stronger Concrete
Vibrate stiff dry mix
Five times faster than hand
Eliminate hard work
Easy to operate
Adjustable Power
All-metal construction
No wearing parts
2 models—24" and 30" wide

SAVE TIME AND MONEY

Write for folder

SYNTRON CO.

618 Lexington — Homer City, Pa.

(*Continued from page 208*)

the popular design type in only eight per cent of the cities. Climatic influence shows in absence of a basement and in use of lighter types of central heating. Side porches are definitely dominant over the front or back porch. Kitchens are definitely smaller than prewar. Lot sizes are larger, but the trend is not so general as in other regions. Closet space is definitely larger. Not a single reported city in this area is building extensively in a price over $15,000. This also is true of the West South Central, the Mountain, and the West North Central States.

In the West South Central region (Ark., La., Okla., Tex.) the House of 1950 is of dry-wall construction, ranch design. The bungalow, however, is most popular type in 47 per cent of the cities. Cape Cod is the typical design in only 2 per cent of smaller cities and none in larger. The West South Central region is the only region where dry-wall construction is dominant. It is the typical finish used in five of six cities reporting in the region. A big closet is a great drawing card and is found in 96 per cent of the large cities. Basements have lost popularity in 95 to 97 per cent of the smaller cities. Hot air heat is popular in cities in the area.

In the Mountain states (Mont., Ida., Wyo., Colo., Utah, N.M., Ariz.) in the House of 1950 dry-wall and plaster construction are running 50-50. The vanishing dining room is typical of the new house in 86 per cent of large cities. The heating system preferred is hot air.

In the Pacific states (Wash., Ore., Calif.) with the ranch type dominant in 61 per cent of the cities and 66 per cent of the smaller cities, not a single small city shows Cape Cod as popular. Fireplaces are usual in 71 per cent of cities and 77 per cent of large cities. Basements are not found in 61 per cent of reported cities. Hot air is the preferred heating system.

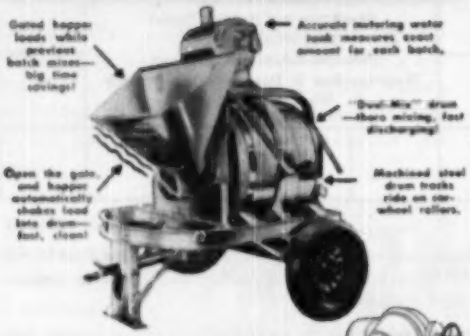
Heads New Appliance Division

T. W. Hardy has been appointed vice president in charge of the Home Appliance Division of the Murray Corporation of America, it has been announced by B. C. Gould, president.

Hardy joined the Murray corporation in 1943 and served in executive positions in Detroit and Scranton, Pa. His headquarters will be in Scranton, where the firm's new Home Appliance Division will shortly begin production.

Mix 12 to 15 more yards a day with

JAEGER 3½S "AUTO-LOADER"



You cut costs and boost profits when you mix 12 to 15 yards more concrete daily with no more manpower. And, you can do that with the Jaeger 3½S "Auto-Loader." It's the fastest half-bag mixer made. Catalog M-8 tells why—shows the complete Jaeger line. Write for it.

3½S End-Discharge Tilter. Also 6S, 11S and 16S Power Loaders.

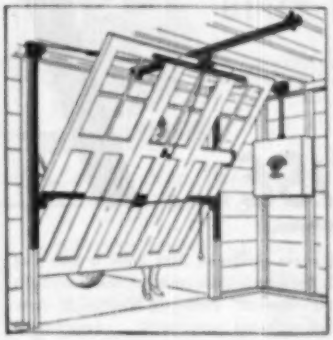
THE JAEGER MACHINE COMPANY

Columbus 16, Ohio
Leading Distributors in 130 cities sell and service Jaeger equipment.

PUMPS • COMPRESSORS • HOISTS • PAVING EQUIPMENT

50-50 PUSH-OVER

GARAGE DOOR HARDWARE



ALLITH

Heavy duty, well-engineered garage door hardware. Result: a quickly installed, easily operated, overhead door. Designed to insure **customer satisfaction.**

Standard set fits any opening up to 9' wide x 7'6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high.

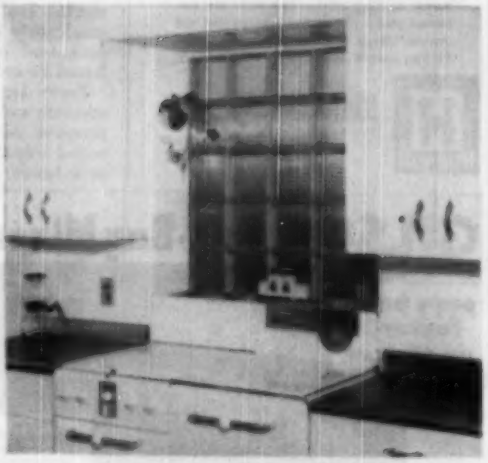
ALLITH-PROUTY, INC.

DANVILLE, ILLINOIS

Faster—Easier! No complicated accessories are required to install Insulux panels up to 5' wide and 7' high, with maximum area of 25 sq. ft.

NEW MONEY-SAVING METHOD

OF INSTALLING INSULUX PANELS IN HOMES



Sales appeal: Every builder knows how much a panel of glass block in a kitchen or bathroom adds to the salability of a house. Now these sales-sparking panels of Insulux can be installed more easily at a new lower cost.

IT'S AS EASY as A, B, C—installing Insulux Glass Block this new simplified way. You don't need expansion strips at jambs, or wall ties or anchors in the mortar joints.

Just apply asphalt emulsion on sill and jambs . . . lay glass block with mortar . . . leave space at head and seal with caulking compound!

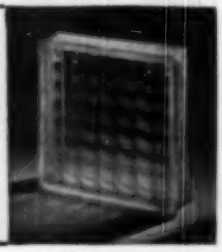
This revolutionary installation method means you can put all the sales appeal of Insulux Glass Block in your houses *at a truly low cost.*

Be the first builder in your area to take advantage of the wonderful profit- and sales-building opportunities this easier, quicker, lower-cost installation method offers you. Fill out coupon and mail today. We will rush you complete installation and application details at once.

INSULUX
GLASS BLOCK®

AMERICAN STRUCTURAL PRODUCTS COMPANY

Subsidiary of
OWENS-ILLINOIS GLASS COMPANY



MAIL COUPON TODAY

American Structural Products Company
Dept. G-123, P.O. Box 1035
Toledo 1, Ohio

Please rush me information on new, low-cost method of installing small panels of Insulux Glass Block in homes.

Name _____

Address _____

City _____ County _____ State _____

ACOUSTICAL TILE NAILS
... designed for the job

When installing acoustical tile choose a job-designed nail that combines ease of application with these special features: a head end which allows the nail to be driven home without damaging the tiles ...a collar which holds the tiles firmly in place...annular threading which gives superior holding power. The nails are furnished with a plated finish to prevent rust streaks where moisture is present. Send for free samples and descriptive literature.

Hassall

JOHN HASSALL, INC.
182 Clay Street
Brooklyn 22, N. Y.

New Fireproofing Method Incorporated In Hospital

A new method of fire protection with lightweight materials is demonstrated in the Senile Ward building of Eastern State hospital at Medical Lake, Wash.

CEILING in hospital is acoustical plastic

Lightness of the structure was made possible by the use of welded steel frame and steel joists and the first use in the area of the "Saxe" system of connecting structural steel members in lieu of conventional molds. This method results in approximately 25 per cent reduction in dead load over conventional reinforced concrete.

Every factor conducive to safety, adequate and modern sanitation, and generous living space has been embodied into the building, which is to be a home for more than 500 aged and infirm wards of the State of Washington.

Construction of the building was accomplished with lightweight steel framing. Vermiculite lightweight concrete floor slabs and roof construction and Vermiculite plaster. The latter was used on metal lath for suspended ceilings, fireproofing of beams and columns and two-inch solid plaster partitions.

American Machine and Foundry Purchases DeWalt Inc.

Purchase by the American Machine and Foundry Co., New York City, of all properties and assets of DeWalt, Inc., manufacturer of radial saws, Lancaster, Pa., has been announced by Morehead Patterson, chairman of the board of the purchasing firm.

The transaction involved the transfer of 115,000 shares of American Machine and Foundry Co. stock, plus $665,000 in cash to DeWalt, Inc. DeWalt's assets as of Sept. 30, 1949, amounted to $1,751,447, including more than $1,000,000 in cash, as against current liabilities of $198,531.

Patterson said that American Machine and Foundry would continue operation of the DeWalt plant with the present personnel as a wholly-owned subsidiary.

GILSON One-Bag Mixer

pays back faster *and longer*

NO other one-bag mixer on the market goes your way to speed up work like the time-proved Gilson 6S. This is true because the advanced design of the simple hydraulic mechanism eliminates troublesome clutches and cables, sets up new standards of efficient operation. Many other improvements, including an automatic skip shaker and siphon-type water tank help make this precision mixer pay out best for you. That's why contractors from coast to coast use Gilson mixers — 39 models from which to choose. Write for the 6S bulletin and the name of your Gilson distributor.

GILSON BROTHERS CO. Fredonia Wisconsin
Manufacturers of Contractors Equipment Since 1921

PROFIT BY PROVIDING HOMES WITH *Scotts'* LAWN PERFECTION

You don't have to sell the beauty of a sparkling weedfree Scotts lawn . . . most folks just naturally want lawn perfection for their new home. Assure your client this extra satisfaction by always using Scotts SEED, TURF BUILDER and other Lawn Care Products. Of course, you'll want to use Scotts on your own lawn too, since the cost is so modest. To help you build better lawns, write today for a FREE 2 year subscription to Lawn Care.* Our turf research department and soil technicians are also at your disposal. No obligation, of course.

FREE

O M Scott & SONS CO
77 Spring St, Marysville, Ohio
also Palo Alto, California

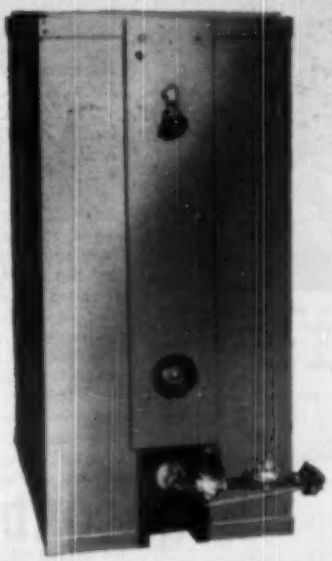
* REG. T.M.

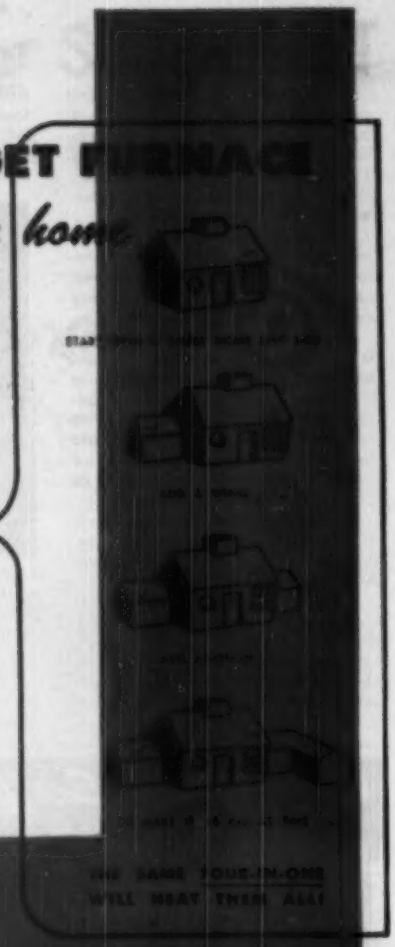
Jackson & Church's

*Four-in-One** BUDGET FURNACE

designed to grow with the home

oil or gas





SENSATIONAL IN THREE RESPECTS!

1 . . . Proven highest efficiency for either gas or oil. Permits change from oil to gas or gas to oil as conditions warrant. 2 . . . Priced to sell competitively. 3 . . . A space saver—note its compactness [illegible]

Here's a brand new heating idea . . . a winter air conditioner, for gas or oil, designed by J&C engineers, that requires the addition of only a component package to make it either an 85,000 . . . a 100,000 . . . a 112,000 . . . or a 120,000 Btu output furnace.

FOUR FURNACES IN ONE! It can actually grow with the home. Start with a four room home, and as the family and income increases . . . enlarge the home without changing furnaces. Simply change a small, low-cost package and increase the output of the J&C "Four-In-One" to meet increased heating needs.

The "Four-In-One" is a quality unit . . . with 12 gauge heat exchanger, top quality cabinet and burner, and fully automatic controls.

An original design . . . engineered, warranted and built by Jackson & Church Company.

J&C . . . *AMERICA'S LARGEST AND MOST COMPLETE WARM AIR HEATING LINE* . . .

JACKSON & CHURCH CO. SAGINAW, MICHIGAN

"Work well done since "81"

New Minnesota Firm Enters Rubber Tile Floor Market

A new rubber tile flooring is being manufactured and sold by a new corporation, the Beauty Wear Rubber Co., Inc., Minneapolis, Minn. Production was begun after two years of laboratory testing, the firm's president, A. B. Warner, said.

Warner pointed out that all colors have been developed from the recommendations of 22 leading Northwest architects, as expressed in a survey conducted by a research organization.

The outlook for future development is excellent, Warner added. He said he believed the flooring would have immediate consumer acceptance because of quality of product and a more than competitive retail price. Another factor cited was the low scale of freight rates now in effect west of Chicago to the West Coast market.

Distribution plans are being made to take care of production capacity, through dealers throughout the Northwest.

All of the new company's executives are native Minnesotans and the firm has been capitalized through local and private capital. Other officers are H. A. Campbell, vice president; D. A. Soloman, treasurer; and J. D. Warner, secretary.

Glass Insulation Used To Cover Roof Drain Pipes

A new method of wrapping roof drain pipes with Fiberglas Aerocor insulation is being used at the $4,000,000 St. Vincent's Hospital addition in Toledo, Ohio, now approximately 50 per cent completed.

NEW METHOD of covering roof drain pipes with Fiberglas Aerocor insulation, being used at St. Vincent's Hospital, Toledo, Ohio

The insulation prevents water from condensing on the pipes and entering the walls in which the pipes are enclosed, thus avoiding damage.

Four layers of Aerocor for a thickness of two inches are wrapped around the pipe and bound with Fiberglas tape. John G. Saalfield, president of Service Products, Inc., the firm installing the insulating material as subcontractors of Robert Carter Co., mechanical contractors, said that the insulation and the tape are used because they are impervious to moisture, will not rot and are incombustible.

A. Bentley & Sons Co., general contractor, estimates the addition will be completed by late 1950.

Annual British Home Show Has Wide Popularity

The Ideal Home Exhibition, organized by the London, England, Daily Mail, will be held for the 27th time this year at Olympia, London, Mar. 7 to April 1. The home show, the British Empire's greatest, will occupy 12 acres of floor space and will have around 600 exhibitors. Growing steadily in the postwar period, it attracted more than 1,250,000 admission-paying visitors in 1949.

One of the exhibition features is a full-sized and fully-furnished village which this year will include a typical New Zealand house transported by the New Zealand government. Landscape and formal gardens occupy an acre and a half.

For Your *Swing Scaffolds*

NEW *Aluminum*

SAF-T-SWING STAGE

✓ *Lighter*
✓ *Faster*
✓ *Safer*

Rigged quickly. Platform can be raised or lowered 20 ft. per min. Also available for use with bosun's chair. Winch with aluminum drum and stirrup weighs only 55 lbs.—easily carried by one man. Furnished with 150 ft. steel cable. Three braking devices—mechanical brake, pawl on drum ratchet and crank stop. Approved by Underwriters' Laboratories, Inc.

FREE LITERATURE—Write for Bulletin AB-300.

DISTRIBUTORS IN PRINCIPAL CITIES

SAFWAY STEEL PRODUCTS INCORPORATED
4321 West Snow St.
MILWAUKEE 12, WIS.
Manufacturers of Tubular Steel Scaffolding and Equipment

MONOCORD TIMBER TRUSSES

FOR CLEAR-SPAN, POST-FREE BUILDINGS

FAST ERECTION WITH LOCAL CREWS AND EQUIPMENT

● Monocord Timber Trusses are designed, engineered and factory-fabricated to meet all job and load requirements. They are delivered knock-down, ready for accurate assembly and easy erection by local crews and equipment. Monocord Trusses enable you to economically meet the growing demand for one-story, post-free buildings.

In addition to Monocord Trusses, Weyerhaeuser furnishes other typical fabricated lumber items to general contractors, builders and industrial builders.

TRUSSED RAFTERS • BRIDGE TRUSSES • HATCH COVERS • PALLETS • HIGHWAY BRIDGE BARRICADES • FLOATS • REFRIGERATION SHIP PARTS • STRUCTURAL FRAMEWORK • STEAM HAMMER PARTS • CHURCH TRUSSES • LOADING RAMPS • PILE DRIVER CRAWLER MATS • BUMPER BLOCKS • FOUNDATION TOWERS • GAS CYLINDER RACKS (treated) • FLUME CRADLES (treated) • COOLING TOWERS (treated) • MARINE PIER TIMBERS (treated) • WATER GATES (treated).

Write for complete details.

WEYERHAEUSER SALES CO.

NEWARK, N. J. • ST. PAUL, MINN. • TACOMA, WASH.

ANNOUNCING *longfibre* SUPER-FELT

...the new Johns-Manville Rock Wool Batt

Much lighter and stronger

A revolutionary new process, developed by Johns-Manville, produces a rock wool of long fibres. Scientifically felted, these long fibres result in a much stronger and lighter-weight batt, with greater uniformity and rigidity throughout. *Longfibre Super-Felt* sets a new high standard in home insulation.

Easier and quicker to install

Super-Felt is so firmly felted it will not break down, even with rough handling. Improved handle-ability reduces cost of installation. Batts fit snugly between framing members with less time and labor.

More resilient

The same size package now contains 10 batts instead of 8! This means 25% fewer packages to handle . . . 25% more material per truckload.

Get the full story of this new development. Write for brochure HI-153A. Johns-Manville, Box 290, New York 16, New York.

All Johns-Manville factories from coast to coast are rapidly converting to the manufacture of the new *Longfibre* Super-Felt Rock Wool Batts.

JM

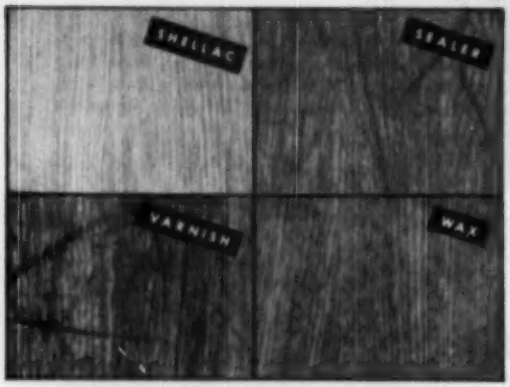
HERE'S PROOF POSITIVE...

shellac wears better

THAN ANY OTHER FLOOR FINISH

These pictures speak for themselves!

(Reproductions of unretouched photographs)



The results of grueling floor tests made by an independent engineering laboratory show that shellac retains its original color, ***outwears all other finishes.***

YOU KNOW IT—

shellac

- *is easy to apply—dries faster*
- *will not darken with age*
- *outwears every other finish*
- *easier to maintain*
- *simple to retouch*
- *less bother to keep beautiful*

SPECIFY IT...

for the floors of the homes you build!

SEND NOW

for valuable, informative, "Standard Specifications on the Use and Application of Shellac"

shellac INFORMATION BUREAU

of The American Shellac Manufacturers Assn., Inc.
65 PINE STREET, NEW YORK 5, N. Y. 93

Please send, without obligation, full information on shellac—including "Standard Specifications".

FIRM NAME

ADDRESS CITY & ZONE STATE

SIGNED

Private Industry Fills Military Housing Needs

AN example of what the private home builder is doing to meet the need for good military housing is the Tiller Construction Co. development at Offutt Field near Bellevue, Neb., where more than 60 homes have already been completed for occupancy by Air Force personnel.

Built by Wallace W. Tiller, inventor of a number of aircraft and motor tools during the war and prior to that

STREET of Tiller project at Offutt Field, near Bellevue, Nebr.

time a large-scale home builder in Minnesota and Wisconsin, the homes are a combination of prefabrication and conventional construction. A single floor plan is used, but exteriors vary widely—in roofs, driveways, location of doors and windows, and color of the stucco finishes. Cost

FULL-WALL Upson panels form interior walls and ceilings

of the 24x30-foot houses is approximately $8,000. Additional homes to be built in the project, which is scheduled for completion in August 1950, will be 24x32 feet.

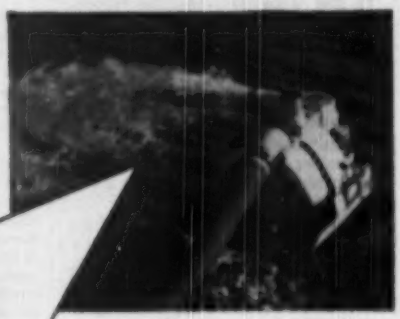
Each house has a 11x17½-foot living room, two good-sized bedrooms, bath, kitchen and a utility room. Some of the homes have basements and others are built on poured cement foundations.

In the last 37 of the completed homes, all of the interior walls and ceilings were constructed of Upson fibre full-wall panels. Kitchen and bathroom walls are finished in Upson laminated fibre-tile, which has 4-inch-square indentations.

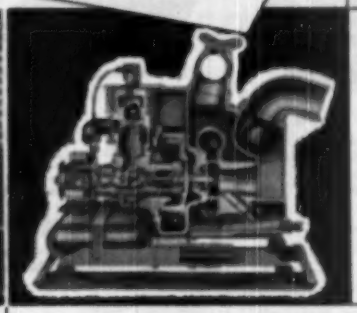
The houses are located on lots which average 51x37-feet. Grass is planted in every yard, sidewalks and driveways are laid and each entrance is provided with a modern porch-light fixture.

FOR 3 BIG REASONS

A HOMELITE CARRYABLE PUMP IS THE PUMP TO HAVE ON THE JOB



1. PERFORMANCE. Just add it all up . . . lightweight for easy handling, 15,000 gallons per hour, the fastest self-priming possible, a guaranteed 28 ft. suction lift, automatic seepage control, no trouble with clogging even when handling mud and solids . . . that's what you always get from a Homelite carryable gasoline-engine-driven pump that can be set up for operation easily and quickly anywhere.



2. DEPENDABILITY . . . continuous trouble-free performance . . . is the result of all the special features that Homelite engineers build into their pumps . . . replaceable abrasive-resistant wear plates, a simple five-part sealing device and impeller that require no grease, packing or attention and a non-clogging pump body directly attached with no bearings necessary, to the famous Homelite Gasoline Engine, the result of building over 275,000 gasoline-engine-driven units this past quarter century.

3. SERVICE. To keep Homelite pumps operating continuously, just as the day they were first delivered, a chain of exclusive Homelite service shops extend across the nation. These service stations are completely stocked and staffed by trained Homelite men who are ready to keep your Homelite pumps in top notch condition at all times.

STICK TO THE RULE OF THREE 1. Performance 2. Dependability 3. Service, and you'll always stick to a Homelite.

DEPENDABILITY · PERFORMANCE · SERVICE

Homelite Corporation

568 RIVERDALE AVENUE, PORT CHESTER, NEW YORK

DEVELOP NEW FRAME FOR SLIDING DOORS

Individual Douglas Fir Door plants, in the Pacific Northwest, have developed a new frame for sliding door installation. The frame, tested and approved by the laboratories of the Fir Door Institute, is designed to carry the Har-Vey sliding door hardware, which has also been tested in the laboratories of the Institute.

Any 1¾-inch thick Douglas Fir door may be specified for use with the sliding door frame. The header can be cut back on both ends and spacers shortened for use with 2-foot wide Douglas Fir house doors.

How the frame is set up is shown in the accompanying illustrations. Simple detail instructions showing how the hardware is installed may be obtained from the Fir Door Institute, Tacoma 2, Wash.

To place the assembled frame in the wall, 2x6's, 2x8's or 2x10's would be inserted directly above the header, depending on ceiling height. Cripple studs might also be cut in as an alternate.

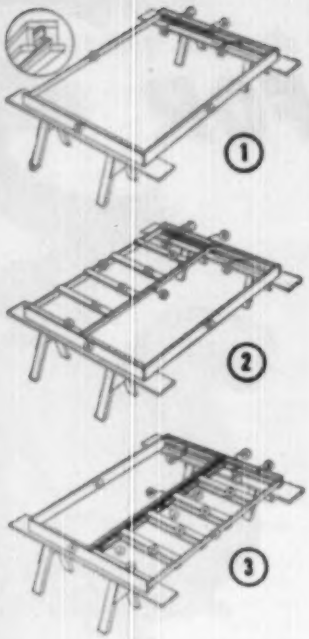
Install the frame on the subfloor between the studs, making sure that it is set level and plumb. Then nail and toe nail frame securely to studs. The bottom brace (K) in Figure 1 is put out in the door opening to allow for the finish flooring.

In preparing the door, check to be sure it is square, then attach metal plates which are in hardware package, to top of door according to instructions. The door should be painted before it is hung.

FIGURE 1. shows the first step in setting up frame. Header comes from factory as a single unit, consisting of A, B, and C. Nailing assembly should proceed as follows: Header A is laid on horses, and inside or rear jamb G is nailed to header. Nail exposed or front jamb E to header. Bottom brace K is nailed to two jambs, G, E

FIGURE 2. Insert one of the split jambs, LF, in place, fitting into mortise in header. Put one H piece at K to give LF quick alignment. Then nail split jamb to bottom plate K and header to A. Now nail spreaders H to G and LF. Gluing spreaders to split jamb but not to back jamb is best practice. Temporarily nail plaster stop D to pieces B and C, placing between split jamb LF and front jamb E

FIGURE 3. Turn over frame tacking jamb spreaders J in position on split jamb LF as shown for final assembly. Do not nail jamb spreaders on spreader. Spreader is needed so carpenter will not drive jambs too close together when toe-nailing frame into place. Position RF following the procedure described in Figure 2



America's Finest Homes . . .
Use America's Finest CHROME

Blue Jay
Bathroom Accessories of Distinction

. . . the Line You've Been Waiting For!

When highest quality at popular prices is demanded BLUE JAY TRIPLE-PLATED HI-LUSTRE CHROME ACCESSORIES are the standard from blueprint to builder to buyer. Check these exclusive features:

Beauty—*the Unique Morning Glory Design smart, functional, distinctive*

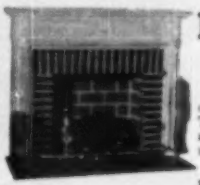
Quality—*all fixtures are Unconditionally Guaranteed for a lifetime of service*

Economy—*greater profit per housing unit*

STYLED RIGHT • MADE RIGHT
PRICED RIGHT

Write for latest Catalog of complete line

BLUE JAY CHROME PRODUCTS, INC.
The Finest in Chrome Bathroom Accessories
2121 Murray Ave. Pittsburgh 17, Pa.



READYBUILT
(Reg. U.S. Pat. Off.)
FIREPLACES

Lends unsurpassed beauty and charm to homes—old and new. The modern fireplace that fulfills all modern day requirements—used with gas or electricity.

Large variety of attractive models in brick, stone, wood, etc., available.

Furnished complete—ready to be installed in hour's time of handy man—shipped anywhere.

DEALERS, BUILDERS and HOMEOWNERS write for catalog and full information.

THE READYBUILT PRODUCTS CO.
1705-23 McHenry St. Baltimore 23, Md.

CONTRACTORS! BUILDERS! Save time, labor and expensive lumber

Steel wall forms for garages and houses. Steel forms for steps, sidewalks, footings, garage slabs and driveways.

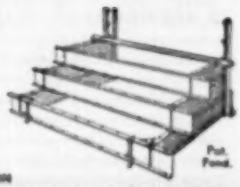
AGENTS WANTED

POLLMAN
ADJUSTABLE STEEL
FORMS

Speed-up concrete work . . . easy to set up and remove. Time saved means more profit to you.

Pollman Adjustable Steel Forms are union made. Replacement parts are available.

WRITE FOR DETAILED INFORMATION



Pat. Pend.

ADAPTO CORPORATION, 4102 N. 100 St., Milwaukee 13, Wis.

FABRICO*

ALL-ALUMINUM SCREENS

FOR EASY SALES AND GREATER PROFITS

FOR WOOD WINDOWS:

No ladder needed—Reinforced by cross brace, screens can be hung or removed from inside the house. Very light weight. Easily handled by Mrs. Housewife.

FOR METAL WINDOWS:

Attached with WING CLIPS (at no extra cost). After installation, no screwdriver needed to change or remove screen for window washing. Flips off instantly. No loose screws to get lost.

Because they are light in weight, they are easy to Handle—Demonstrate—Deliver. (Many customers will take them home in their own cars.)

Made of rust-free aluminum and packaged in a handy carton. *Do not deteriorate while in the warehouse.* Take up minimum stockroom space, because carton of 10 screens is under 5" thick.

Manufactured by modern methods—assembled on a production line—by people with a decade of experience in aluminum screens: Your Guarantee for *uniform top quality and freedom from consumer complaints.*

All standard sizes for wood and metal windows available from stock—shortest delivery time on special orders. You can take *all* your screen problems to Fabrico.

DISTRIBUTORS INVITED

For samples, prices and information on available franchises, write to

Screens & Fabricated Metals Corp.

NORTH BERGEN • NEW JERSEY

IN ANY QUANTITY — IN ONE QUALITY — THE BEST!

Why consumers go for

FABRICO

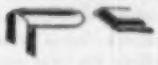
ALL-ALUMINUM SCREENS

Light Weight. Screens are easily handled—quickly installed.

Rolled Tubular Section. 18 x 14 mesh Alclad aluminum screening combines corrosion-resistance with maximum strength. Held at maximum tautness by specially-designed aluminum spline. Precision engineered for maximum strength and rigidity.

Rugged Strength,
Will Not Red-Rust.
Need No Painting. No upkeep.

Corner Locks give wedge-fit without corrosive effect or discoloration.



No Stains, no discoloration of walls, woodwork, draperies or blinds.

Hardware Included—complete with rust-resisting hanging or attaching devices. Can be used also to hang storm windows. WING CLIP for casement windows.

Protective—A glowing cigarette or windswept burning leaves will not harm the screen.

*REGISTER APPLIED FOR

The EZWAY FOLDING STAIRWAY

means **PROFITS** *in the* **ATTIC** *for you!*

Readily saleable wherever people have inaccessible attic space. Installed in homes, garages, summer cottages. Practical and inexpensive. Easy to sell—install—operate.

Write today for literature.

MINNESOTA WOOD SPECIALTIES, Inc.
BOX 210 ST. PAUL PARK MINNESOTA

USE *Bostwick*... SAVE ON LABOR AND COST OF MATERIALS

Bostwick Metal Casings are made of warp-proof metal, perfectly shaped for easy application around doors, windows and other wall openings.

Use of Bostwick Casing saves you time and money by eliminating tedious and unnecessary steps like sanding and wood finishing, and they are readily formed to perfect mitres.

Bostwick Casings result in a better finished job that's smoother, more spacious looking and much easier to sell.

Best of all, Bostwick Casings actually cost less than wood — both in construction time and in cost of materials!

So don't delay. Consult your dealer today for complete information on Bostwick's entire line of easier handling metal lath and metal lath accessories.

THE BOSTWICK STEEL LATH COMPANY
183 HEATON AVENUE - NILES, OHIO

Quick Sales of Tract Houses

Low initial charges, minimum monthly payments, garbage disposal units, paid-up insurance, help sell California's Pioneer Plaza homes in one week end

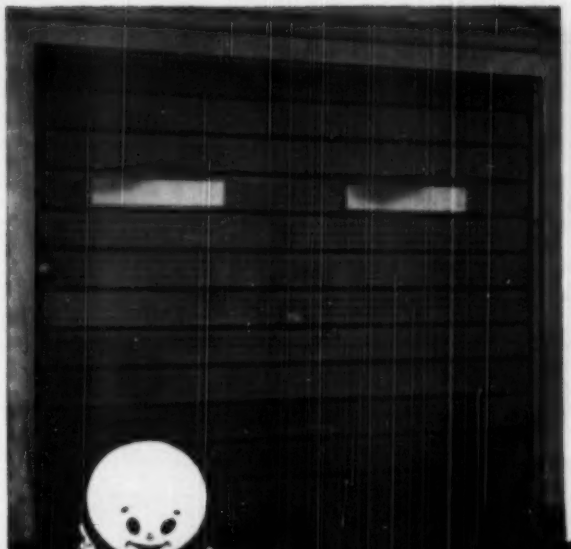
All 96 new houses of the Pioneer Plaza development were sold in one week end. This tract, located in Norwalk, Calif., was constructed by the Alden Construction Company. Announcement of this 100 per cent sales record was made by the officers of the company. These men are: Albert Leighton, president; Willard Woodrow, vice president; Donald Metz, secretary-treasurer.

A GARAGE, attached — as seen above and in floor plan at right, is part of every new house in tract. Note also popular corner window

The houses of this tract have two bedrooms. Special features contributed to their quick sale. For example, a tile stall shower with a glass door was installed in each house in addition to the conventional tub. Furthermore, kitchen equipment in each house includes a Waste-King Pulverator (an electric garbage disposal unit manufactured by the Given Manufacturing Company) and plastic kitchen drainboards. Wood paneled dinettes add to the interior decor of these units.

A particular appeal, however, was found in the financial arrangements made for purchasers of the houses. Customary escrow and impound costs were reduced to $99. No down payment was required. These houses were approved for VA and FHA financing. Although the prices ranged from $7750 to $8050, monthly payments as low as $45.47 were arranged for the purchasers. A tax exemption for veterans reduced this to approximately $41.47 monthly. The minimum weekly income of the buyers was expected to be $50. The developers also paid for a three-year fire insurance policy for each home. These financial arrangements were especially attractive for that segment of the public eager to buy but not equipped for heavier undertakings.

(*Continued on page 222*)



NOW!

MORRISON
Opens the Door to
OVERHEAD DOOR
Satisfaction!

The Sensational New
MORRISON ROLY-DOOR
The Four-Sectional, All-Steel, Overhead Residential Garage Door*

* *Patent Pending*

- ✔ ***it costs less to buy!***
- ✔ ***it costs less to ship and store!***
- ✔ ***it costs less to install!***
- ✔ ***and it's Four-Sectional!***

BUILDERS!
The MORRISON Roly-Door needs Minimum Field Assembly!

Everything that can be predetermined is fixed to the door at the factory! All brackets and hinging are permanently welded or riveted! Easier to install—in less time!

ARCHITECTS!

The MORRISON Roly-Door conforms to all building code specifications . . . Because it operates completely within garage, it does not operate through the jambs. Installation is self-contained; settling, shifting, sagging, or out-of-square building conditions cannot interfere with its "TOUCH 'N' GO" operation. It requires no air rights (it can be installed on lot line openings), and it conforms to nation-wide building code specifications.

DISTRIBUTORS!

Franchises for a few choice territories are still available. Write in detail!

The New MORRISON Roly-Door Four-Sectional All-Steel Overhead Residential Garage Door is the first and the only Residential OVERHEAD DOOR in the world with *every* wanted feature! It has everything—and it's the only overhead residential garage door that has everything!

A New Low Price for a Quality Door!

(Please Read this Twice — it's the most sensational price news in the home-building industry in years!)

Because of its exclusive method of manufacture, the MORRISON Four-Sectional, All-Steel Residential Garage DOOR can be *sold and installed for as low as $60*, depending on geographical location and installation conditions!

✔ **JUST OFF THE PRESS!**
The complete story of The MORRISON Roly-Door it's yours for the asking. . .

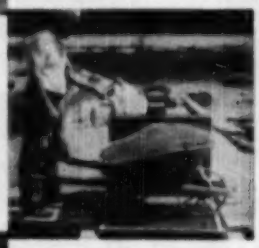
MORRISON
STEEL PRODUCTS, INC.
ROLY-DOOR DIVISION • BUFFALO 7, N. Y.

QUALITY CONCRETE

. . . the key to watertight basement walls

1 Quality concrete is essential to watertight basement walls. The first step in making quality concrete is measuring the water. If your mixer has no measuring device, mark off gallon quantities in a pail. Use no more than 5 gal. water per sack of cement with sand in average moist condition.

2 Aggregates should be clean, well-graded and carefully measured. On large or small jobs the best way to measure aggregates is on a small scale such as shown at the right. Use of a scale like this makes for quick, accurate measuring and for more uniform concrete from batch to batch.



3 A good concrete mix will look like the photo at the left. Note that the mix is quite stiff; yet because of proper proportioning and mixing there is plenty of cement-sand mortar to fill all spaces between coarse aggregates. Such a mix will produce dense, watertight concrete for basement walls.

4 Concrete should be placed between the forms in layers, ordinarily not more than 6 in. deep. To insure even, dense watertight concrete, tamp, spade or mechanically vibrate the mixture just enough to settle it and to work it next to the forms along both sides.

5 Cure the concrete adequately. This is a vital step in producing watertight walls. Adequate curing means keeping the concrete moist for at least 5 to 7 days under favorable curing conditions at temperatures well above freezing—longer during cold weather.

Send for free, helpful, illustrated book "*Concrete Facts for Concrete Contractors.*" Distributed only in U. S. and Canada.

PORTLAND CEMENT ASSOCIATION

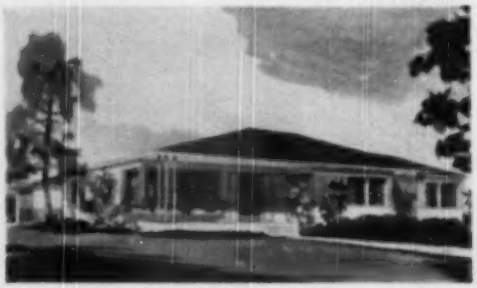
Dept. 3-3, 33 W. Grand Ave., Chicago 10, Ill.

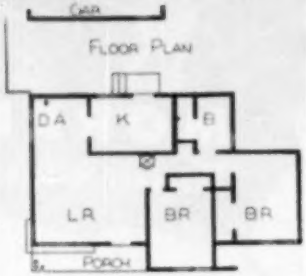
A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work

Quick Sale of Tract Houses

(*Continued from page 220*)

Twelve exterior designs and different floor plans give variety to the tract houses. Each interior was decorated in at least three colors. The homes have hardwood floors, concrete driveways and walks. Garages are a part of each house. Certain floor plans include attached garages. Schlage hardware—product of the Schlage Lock Company—was used in all houses. The property is fully improved with sewers, water facilities, paved streets, and other conventional services.





LARGE closets, shower, separate garage prove value of this Pioneer Plaza low-cost California home

Three different homes were completely furnished for the week end exhibition. Two garages at the project were set up as temporary offices to handle the purchases. One advertisement only drew hundreds of spectators, including the 96 families that purchased houses on this week end.

On the prior week end, the Alden Construction Company, developers of this tract, sold 93 homes valued at $850,000 in its nearby Excelsior Gardens property. The company is widely known in southern California for its construction activities which include many homes and apartments in the Los Angeles area.

Officials of the company have announced that a new project is now underway—a large-scale single home development in southeast Los Angeles County.

Foundation Begins Research Program

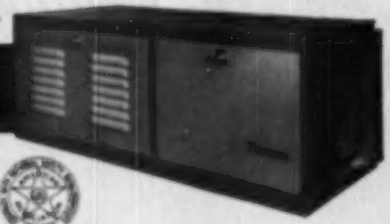
Robert B. Taylor, of Newark, Ohio, has taken over his new duties as Research Director for the Structural Clay Products Research Foundation, and will immediately begin planning for an industry-wide, long-range research program in the brick and tile industry. His headquarters will be at 1520 18th St., N. W., in Washington, D.C.

The million-and-a-quarter-dollar research program will attempt to find methods of reducing the cost and improving the qualities of structures made with clay products. Taylor will plan his program from a list of recommendations for research in the industry prepared by the industrial research firm of Arthur D. Little, Inc., Cambridge, Mass.

★ Cuts Installation Cost
★ Saves Floor Space
... For Nashville Home Builder

NORMAN SOUTHERNER

HORIZONTALLY DESIGNED GAS FURNACE



The versatile Norman Southerner horizontally designed central heating unit (1) fits in any small area — attic, under floor or basement, in utility room or closet; (2) requires less duct work; (3) requires no floor space; (4) takes less time and labor to install; (5) offers dependable heating comfort; (6) time-tested in thousands of installations in old and new homes. In this seven room home in the Nashville Dugger 44-Home Project pictured here, Norman Southerner FUB 80's were installed with seven baseboard warm air returns and two floor cold air returns.

Find out how the Norman Southerner helps builders beat competition through low cost installation in new single and multi-unit home construction. Send for new folder "Cuts Cost of Automatic Co- Heat."

"Over a period of years in the building business, as well as from personal experience, we have found that a good, forced warm air heating system is the best type of heating we can give our home buyers . . . the Norman Southerner enables us to do this and still avoid the high cost of a basement or utility room."

J. T. Dugger & Son
Nashville, Tenn. Builders

4 Popular Sizes
40,000 to 100,000 BTU
Handles natural, mixed manufactured and LP gas.

Norman PRODUCTS COMPANY

1150 Chesapeake Ave. Columbus 12, Ohio
MANUFACTURERS OF GAS AND GAS-OIL FURNACES AND CONVERSION BURNERS

THE UNIBOY PORTABLE SAW TABLE

DESIGNED to fit PORTABLE POWER SAWS
Folds compactly . . . Fits into CAR TRUNK

A WORKING PARTNER WITH YOUR POWER SAW!

TABLE COMPLETE LESS PORTABLE SAW F.O.B. St. Paul, Minn. **$89.50**

Faster **more ACCURATE sawing is made easy with the UNIBOY Saw Table designed to fit portable power hand saws.**

Takes 5 minutes to set it up for any type of saw work. Makes your power saw safer to use. More than pays for itself in sawing time saved on the job; in cutting difficult cuts like jack rafters and cripple jacks with precision; in making a better fit and saving re-fitting and cutting.

Made to fold compactly for car trunk; can be carried easily from job to job.

Doubles Portable Power Saw Production—SPECIFICATIONS: Table weighs only 75½; 84" long x 50" wide x 34" high; cross cuts up to 2"x12"; 45° miter cross cut up to 2"x8"; adjustable lengths to 12'.

You can PRE-FAB material on the job with a portable UNIBOY SAW TABLE!

CROSS CUT

The saw track guide fits the shoe of portable power driven saws. Set the track guide 90° to the table; set the gauge for length and push the saw forward in the guide.

COMPOUND MITER CUTS

The saw track guide can be set for one angle and the power saw shoe for the other angle; thus compound cuts can be made for hip rafters, jack rafters and cripple jacks, exactly time consuming cuts.

RIP CUT

Power saw is attached underneath the table; adjust the fence or guide and the UNIBOY is ready for ripping a piece 3" thick or smaller. Table can be adjusted for a straight or bevel rip.

SEE YOUR DEALER or write for new descriptive bulletin today.

Sales Service Machine Tool Co.

2363 UNIVERSITY AVENUE
ST. PAUL 4, MINNESOTA

Thank you Mr. Builder..

..for my Bilco CELLADOOR

Yes, thousands of satisfied home owners are saying just that to their builders. Why? Because only with a Bilco Celladoor can they get complete convenience, pleasure and full use of their basement.

Bilco CELLADOORS HELP YOU TOO, MR. BUILDER

1. THEY SAVE YOU MONEY. By giving your workmen direct access to basement area during construction, Celladoor installation saves countless steps, and *pay for themselves* in costly man hours saved. Hung in 10 minutes or less, Bilco Celladoors cost no more than old fashioned wooden hatchways.

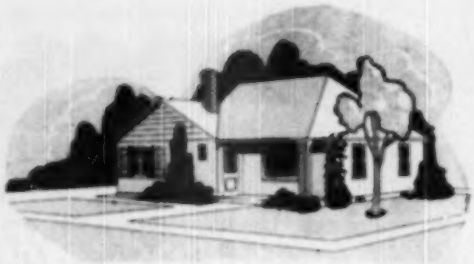
2. THEY SELL HOUSES. You're miles ahead of competition with Bilco Celladoors on your houses. No other feature is so quickly recognized as a plus value by a prospective home owner. Your customers appreciate the fact that copper-steel Celladoors mean no future replacement expense.

3. THEY'RE A CINCH TO INSTALL. Just one easy operation when you're ready to pour capping or sidewalls and steps. Doors come complete with installation bolts, knocked down and compactly packaged for ease of storage and handling.

Leading building supply dealers carry Bilco Celladoors in stock. If yours doesn't, write us directly for complete details, specifications and installation data. And do your dealer a favor. Send us his name so that we can tell him how dealers, builders and home owners *all* profit through Bilco Celladoors.

SEE OUR CATALOG IN SWEET'S

THE BILCO COMPANY
185 Hallock Avenue, New Haven 6, Conn.



ARTIST'S conception of "Happiness Home" given by John Bonforte

Builder Donates Home To Cancer Society

JOHN BONFORTE

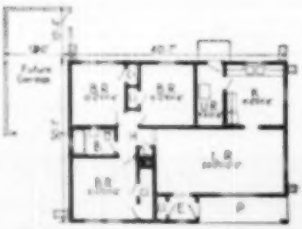
A $12,000 HOME to be built in Pueblo, Colo., has been donated to the Colorado Division of the American Cancer Society by John Bonforte, president of the Bonforte Construction Co., Colorado Springs, Society Division officials have announced.

Called "Happiness Home," the three-bedroom house of frame and stucco construction will be located in the new 90-home Bonnyville addition to Pueblo. It will be used in connection with the Colorado Division's fund-raising campaign in April.

Participants in the recent ceremonies at which Bonforte broke ground for the house included Evarts C. Fox, state chairman of the fund-raising drive; George H. Pittman, executive director of the Colorado Division; Mrs. Fred A. Braun, commander of the Colorado field army of the Society; Eugene Duffy, Colorado FHA head; and Edward Spangler, state head of VA.

In addition to the bedrooms, the house will have a living room, kitchen, utility room and tile bath with tub and shower. Also included in the gift are garage, curb and gutter, concrete driveway, basic shrubs and a three-year fire insurance policy.

Bonforte, who first came to Colorado Springs in 1943 with the Second Air Force, started building homes there in 1945 and has completed 371 in the city. There are 291 in one development, also called Bonnyville.



FLOOR plan of three-bedroom gift home

NOW...See How the Keystone System Helps You

KEEP YOUR BUILDING PROFITS UP

These days the builder who "goes one better" than the next contractor has an edge when it comes to turning his time and money into profits.

That's where this 44-page Keystone System Book helps you. It suggests how you can build attractive houses at lower cost . . . and still add the extra features that appeal to home buyers. It gives you the reasons why building with modern reinforced concrete stucco makes good sense. It tells you how you can build stucco houses that are strong and durable . . . by using the Keystone System and Keymesh Reinforcing.

Contractors and trade authorities say that the Keystone System of Stucco Application is the most helpful guide to better stucco application they have ever seen. It's certain to be of value to you—whether you are building stucco homes now or may build them in the future.

Write for your free copy of the Keystone System Book *today*.

Keystone Steel & Wire Company

PEORIA 7, ILLINOIS

Manufacturers of Keymesh Reinforcing • Welded Fabric • Tie Wire • Nails

Modern, Durable Stucco Calls for KEYMESH

WINDOW-WISE

is PROFIT-WISE

Metalart

ALUMINUM BUILDING PRODUCTS

The ALL NEW METALART heavy extruded Aluminum Double Hung Window for residential construction combines beauty, strength and low cost. Your choice of spiral balances or tape balances, factory glazing with Neoprene Bead Glazing or job site compound glazing, full-framed Screens or economical Tension Screens, plus all stainless steel weatherstripping and hardware.

All 48 sizes designed to use standard size glass and to fit masonry openings without special cutting of glass or masonry.

SEE OUR CATALOG IN SWEET'S FILE

Also Commercial Aluminum Double Hung Windows, Storm Windows, Screens, Attic Louvers, Ornamental Shutters.

MEMBER OF ALUMINUM WINDOW INSTITUTE

METAL ARTS MANUFACTURING CO., INC.
P. O. BOX 4144, ATLANTA, GA.

Please send me detailed information on your Aluminum Double Hung Window and other Aluminum Building Products.

I am a Distributor ☐ Dealer ☐ Builder ☐ Architect ☐

NAME

ST. & NO.

CITY ZONE STATE

Remodeling Keeps Pace With Growing Trade Territory

WIDE, attractive front for display and sales rooms was achieved by connecting original store building to adjacent warehouse

WHEN a thorough remodeling and enlarging job was recently completed by the Bailey Lumber Co., Bluefield, W. Va., it marked for the company, in its 37th year of business, another step in a steady expansion which has constantly paralleled the healthy growth of the city and surrounding trade territory.

In remodeling the Bluefield plant, the old office was connected with the large adjacent warehouse building to provide one large sales and display room across the front. Also added were a new fireproof vault, a supply and advertising room, kitchen, drafting room and a conference room which seats 50 persons. Practically no new outside walls were required.

The new building's front is black and white vitrolite. An interesting interior feature is the use of a number of different flooring materials. These include rubber tile for the sales office and lobby, linoleum for the accounting section, asphalt tile for the vault and advertising room and Appalachian oak block flooring in the president's office.

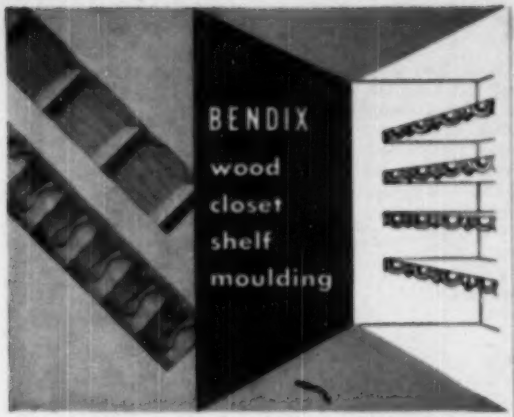
Similarly, the ceiling materials are varied; one part of the building is plaster, and two kinds of acoustical tile are used in other parts.

The entire plant is heated by one coal-fired boiler which supplies steam for the shop and hot water for the office. Heating outlets include standard radiators, baseboard radiation, radiant heat and other unit heaters.

At the time of the company's organization in 1912 a two-story warehouse served all needs. Now, in addition to the modern facilities in Bluefield, five other well-equipped plants are in operation at Mullens, Matoaka, and War, W. Va.; and Wytheville and Grundy, Va. Originally, the firm's business was confined almost entirely to lumber, but other lines were steadily added and the company is now one of the section's largest distributors of paints, plumbing, heating and electrical equipment, hardware, stokers, cement, brick, plaster and building materials of all kinds.

In its home building operations, the company supplies materials and cooperates with contractors. While it does not do architectural work, buyers are assisted in making plans and in obtaining contractors.

C. I. Cheyney, the Bailey president, has served in that capacity since 1930, after becoming general manager in 1922. Other officers are George Dunglinson, Jr., chairman of the board; J. E. McMullin, vice president; W. S. Owen, secretary; G. A. Browder, treasurer; H. L. Godschalk, assistant secretary; E. S. Mann, assistant treasurer; and J. S. Hall and F. S. Armistead, directors.



makes it easier to sell the woman

It is indisputable logic that you must influence the woman before you can sell a new home. She looks for the little extra touches that transform a bare house into a rich-looking home.

Bendix Decorative Wood Mouldings on closet shelves are strong selling-points to the home-seeking woman. And these extra touches add extra value to the house at small cost to the builder. A wide variety of Wood Mouldings in Modern and Traditional patterns is available for immediate delivery. **6 sparkling colors or unpainted.** Isn't now the time to examine the Bendix line? Write for illustrated catalog.

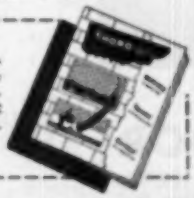
BENDIX mfg. co. 192 Lexington Avenue New York 16, N. Y.

USE THOROSEAL

and make lifelong friends

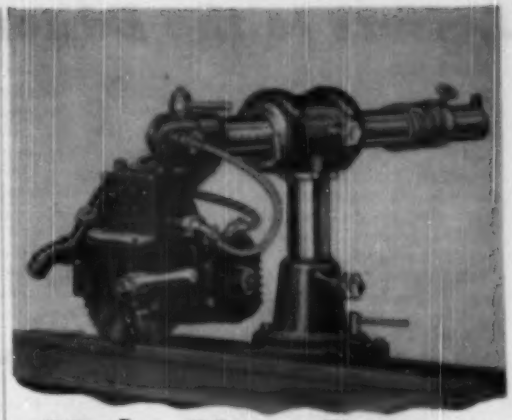
Applications of THOROSEAL may be made over exterior surfaces of foundation walls as work progresses.

THOROSEAL to seal the surface, and **QUICKSEAL** Finish Coats are substantial and beautiful.



Our NEW 28-page brochure has four pages of specifications. WRITE FOR IT TODAY. NO. 127.

STANDARD DRY WALL PRODUCTS
BOX X NEW EAGLE, PENNSYLVANIA



Make Your Future COMET *Bright*

Such an important purchase as power saws calls for plenty of consideration. This type of equipment is acquired to develop a more profitable operation. The new improved Comet Radial Power Saws get most attention in their field today simply because they offer so many superior features at lower cost. There is a full line of Comets from which to choose. All Comets make ALL the cuts. Practically no replacement costs after years of tough service.

Power, speed, accuracy are Comet features. Increased safety for operators. More complete protection against weather. The new models set a new standard in power saws. Make your future Comet bright . . . try a new Comet before you buy any saw . . . See your nearest Comet dealer or write direct for free literature.

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.
3029-33 Santa Fe Avenue, Los Angeles 21, California

COMETS and quicker

Letters to the Editor

Dual Use

Sir:

May a lowly teacher join your correspondents to say "Thank you." . . . Your "How to Square Materials" in the January 1950 issue came at just the right time. Your hints are always applications of various geometric theorems and have furnished many practical "originals" to my classes. . . . You may be interested to know that after my husband has finished with each copy it is brought to school and used until it drops to pieces by my math classes.

Mrs. Ruth G. Sumner,
Oakland 10, Calif.

Tax Heavy

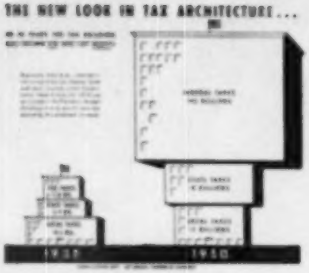
Sir:

I have been receiving the *American Builder* for about 15 years and I find it to be about the best all 'round magazine on small housework. It contains much useful information for architects, builders and clients. I also enjoy Frank Cortright's article and keep many of them on file and often refer to them.

Enclosed is an impressive illustration on the local, state and federal tax situation which I would suggest you publish along with your articles fighting further federal housing. Private builders can build better houses for less money than the government can, so keep up the fight.

Carl E. Segerberg
Carl E. Segerberg & Associates
Architect & Engineers
Middletown, Conn.

THE NEW LOOK IN TAX ARCHITECTURE...



A Close Look

Sir:

I suggest you read your own magazine, particularly concerning new ideas. Reference is made to page 190, January 1950 issue, to the story "How to Apply Shoe Mould of Base." This idea is incorrect, according to Part V (Engineered House Construction Series) "Nailing" of the April, 1949, issue.

R. M. Brown
Dayton, Ohio

Dear Mr. Brown: Your criticism is understandable, and we are very happy to note your keen observation. Ideas offered by *American Builder*, for the most part, are those of builders working actively in the field. Each idea usually represents a way of doing a job that some builder has found to be most practical for his purposes; or a method that he has found to be the best to his knowledge. We heartily welcome any new ideas that may represent improvement of those previously published in any issue, as well as an idea that may do a job equally as well by a different method. Publishing these ideas is one of our chief objectives.—THE EDITOR.

Isn't this what YOU want in a door?

DIMENSIONAL STABILITY is assured by the solid hardwood lumber core of this Weldwood Flush Veneer Door. The strong, staved construction makes the door highly resistant to warping, swelling or shrinking.

DURABILITY—The entire door... core pieces, cross-bands and face veneers...is bonded into a solid, durable, waterproof block by the use of waterproof thermal-setting glues. It is perfect for either interior or exterior use.

BEAUTY—You can choose from a wide variety of beautiful face veneers—birch, walnut, prima vera and other imported and domestic woods.

EASE OF INSTALLATION—Weldwood Flush Veneer Doors are accurately squared and factory prefit. Because of the solid core, they can be hung from either side, hardware goes in quickly, and light and louvre openings are easily cut on the job.

SOUND ABSORPTION—This Weldwood solid core door gives a high degree of sound reduction—an important advantage in many installations.

• You will also want full details on the Weldwood Standard Mineral Core Door and the Weldwood Fire Door, the only wood-faced fire door approved by the Fire Underwriters for Class B openings. Write for full information.

WELDWOOD SOLID CORE FLUSH VENEER **DOOR**

Distributing units in Albany, Baltimore, Boston, Brooklyn, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Fresno, Glendale, Hartford, High Point, Indianapolis, New Hyde Park (L.I., N.Y.), Los Angeles, Milwaukee, Newark, New York, Oakland, Philadelphia, Pittsburgh, Portland, Ore., Richmond, Rochester, San Francisco, Seattle, Spokane, St. Paul, Washington, D.C. Also U.S.-Mengel Plywoods, Inc., distributing units in Atlanta, Birmingham, Dallas, Houston, Jacksonville, Kansas City, Knox., Louisville, Memphis, New Orleans, San Antonio, St. Louis, Tampa. In Canada: United States Plywood of Canada, Limited, Toronto. Send inquiries to nearest point.

UNITED STATES PLYWOOD CORP.
55 West 44th Street, New York 18, N. Y. (615)
Please send details on the following doors:
☐ Weldwood Lumber Core Door
☐ Weldwood Standard Mineral Core Door
☐ Weldwood Fire Door

Name_____
Company_____
Address_____

Architects: Gamble, Pownall and Gilroy, Ft. Lauderdale, Fla.

Everybody accepts Gate City Wood Awning Windows...

... *because* these windows provide year-round draft-free ventilation *in a material with which everyone is familiar.*

Wood harmonizes with all architectural styles. Its natural beauty is easily maintained. Wood joints are strong and rigid. Wood is an insulator . . . helps prevent ruinous condensation from forming in cold weather. It's easily weatherstripped.

No wonder Gate City Wood Awning Windows are universally accepted – for institutions as well as homes.

If you're thinking of handling or installing awning windows, make sure of ready acceptance. Decide on Gate City Wood Awning Windows.

For complete information, see Sweet's – or write Gate City Sash & Door Company, Dept. AB-3, Fort Lauderdale, Florida.

SEE OUR CATALOG IN SWEET'S

All windows assembled and glazed at our factory. Full indoor Lumite screen with every unit.

Gate City

WOOD AWNING WINDOWS

Toxic-treated against rot – fungus – termites

Export Sales Representative: Frazar & Company, 50 Church St. New York 7, N. Y., U. S. A. · Cable address: Frazar, N. Y.

MODEL A-8 SAW

8" Blade Cuts 2⅞"

PORTER-CABLE Guild A-8 SAW

When carpenters say a power saw is *right*, they are thinking of size, power, light weight, balance, easy handling, appearance—and price.

Guild A-8 has top score on all these points. Takes a full 2⅞" cut, which makes it right for all-around use. Has zipping power—and that means cost-cutting speed. With its polished aluminum housing—Guild A-8 weighs only 14 lbs. *Balanced* when you lift it, and *balanced* when you run it—it assures amazing handling in any position. Easy, safe, one-hand operation and sure control is unequalled. The verdict everywhere is —Guild A-8 is a beauty, both to use and own.

And what a value! Has the precision-built quality of higher-priced saws; the reliability that the name Porter-Cable has represented for years; the price that beats all comparisons.

Have you tried Guild A-8? It's a performance sensation—a *must* for every cost-minded builder today. See it at your dealers.

Whole Trade's Talking About Their Other Great GUILD SAW, Model A-6

Nothing like it on the market. Light, compact, powerful—it's handiness makes Guild A-6 the busiest saw on the job. Has the handling ease that makes it ideal for the "fussy" jobs—plus the power and quality needed for tough jobs. Cuts full 2". Only $68.00.

PORTER-CABLE MACHINE CO.

3023 N. Salina St. Syracuse 8, N. Y.

Manufacturers of SPEEDMATIC and GUILD Electric Tools

HAR·VEY

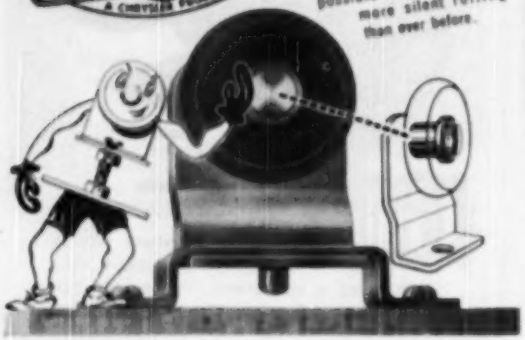
ROLLING DOOR HARDWARE

-- made from the Quality Products of America's Leading Manufacturers

Bearings by Chrysler

The Chrysler Corporation produces the oil-cushioned Oilite bearings now used in Har-Vey Hardware. These rustproof, self-lubricating bearings make possible even smoother, more silent rolling than ever before.

EQUIPPED WITH OILITE BEARINGS A CHRYSLER PRODUCT



Check the names that stand behind a product, and you can check its quality as well. Check *these* names:

CHRYSLER CORPORATION, ANACONDA COPPER, FORMICA, REYNOLDS METALS

All are names of national leaders in quality manufacturing -- and all are typical producers of component parts for Har-Vey Hardware! These firms contribute the finest in materials and workmanship to make Har-Vey the leader in its field for quality.

Check, too, Har-Vey's *engineering* leadership -- its new features which make it completely rustproof and assure positive locking -- its superlative ease of installation -- its smooth, silent operation -- and its consistent lifetime performance in thousands of residences throughout the nation.

CHAMPION QUALITY

Check all the facts yourself! Send today for free folder giving full information on Har-Vey Hardware and varied uses of rolling doors -- with installation details.

Address: ***Hardware Division***

METAL PRODUCTS CORPORATION

807 N. W. 20th St. Miami, Florida

Please send me your free folder on rolling doors & Har-Vey Hardware

NAME _____

COMPANY _____

STREET _____

CITY _____ STATE _____

YOUR DEALER'S NAME _____

Electric Space-Heating *Methods*

By Stuart L. Forsyth

SINCE practical considerations influence the selection of any heating system, the use of electricity for home heating is growing. It offers convenience and flexibility which cannot be obtained in any other way. No labor is required, as with shoveling coal or removing ashes. No storage space is needed for fuel, and there is no danger from open flames or explosive substances. No oxygen is taken from the air, and no obnoxious gases are produced.

In the Tennessee Valley the number of electrically heated homes has increased from 6,000 in 1947 to 17,000 in 1949. On the Pacific Coast, public acceptance is well established, and as more power becomes available, it is expected that the growth of electric heating for homes will be as great as, if not greater than, in the Tennessee Valley area.

During these past few years of rapid growth, all the various methods in which electricity has been used to provide home comfort have been studied by this writer. Those methods are of seven basic types: Central warm air systems, central wet systems, off-peak systems, heat pump systems, panel heating systems, floor furnaces, and unit heater systems.

"Central warm air systems" employ a central furnace and deliver warm air through ducts to the various areas where the heat is needed. "Central wet systems" are those which employ pipes and some form of radiator filled with either steam or hot water for delivering the heat from an electric boiler to the location where it is used.

"Off-peak heaters" include all storage type heaters which require no electrical input during certain times of the day. They are, of necessity, a variation of the first two methods because they require either ducts or pipes to deliver the heat from the place where it is generated or stored to the place where it is wanted; however, the characteristics of off-peak heaters warrant a separate classification for them.

The "heat pump" is interesting because both heating and cooling can be provided by the same equipment. However, as with the off-peak heaters, the heat pump needs air ducts or pipes to distribute the heat. Therefore, it must be considered as just another type of furnace when it is used for heating.

"Panel heating" systems include all those methods which heat the floor, the ceiling and walls. These systems have been greatly misnamed "radiant heating systems." Their temperature has to be so low for comfort that only a small portion of the heat is dissipated by radiation. In fact, the panels become merely large convectors.

In the design of such systems, careful consideration must be given to the location of the panel from the standpoint of comfort. With low ceilings such as those encountered in homes, heated panels may produce an excessive directional heating effect.

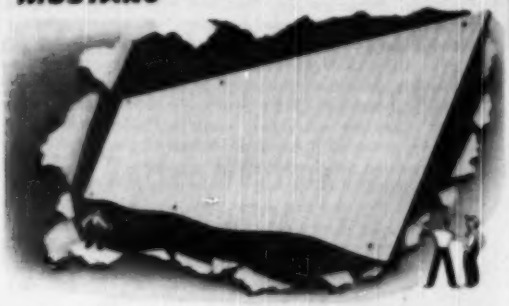
"Floor furnaces" include those devices which recess beneath the floor and discharge warm air level with the floor or through registers in a wall.

"Unit heater systems" include all types of heaters which are a unit in themselves, designed to heat one

(*Continued on page 232*)

MUSTANG

The New Mustang Asbestos Cement Shingle



STRONGER — After two years of research Mustang engineers bring you a new ASBESTOS CEMENT SHINGLE with greatly increased strength.

WHITER — This new Mustang Shingle is whiter, too—much whiter! Sidewalls of fireproof Mustangs have all the glistening whiteness of sunlighted snow.

WATERPROOF — New Mustangs shed water like a duck's back! A waterproof coating enables Mustangs to withstand weather. Each rain washes off dirt.

WRITE TODAY For Free Descriptive Folder and Name of Nearest Dealer. 201

THE ASBESTOS CO. OF TEXAS
P. O. Box 1042 Houston, Texas

Trouble Free

STARLINE CANNON BALL DOOR HANGERS

For Warehouses • Hangers Barns • Other Farm Buildings

EASIEST TO STOCK -- EASIEST TO SELL -- EASIEST TO PUT UP
(No Brackets Needed)

Starline Cannon-Ball Door Hangers roll like a ball in a self-cleaning track. Long roller bearings cannot pile up or wear unevenly. Factory lubrication protects from rust and insures finger-tip operation. They have an even bearing on both sides of the slot, no matter how the building may warp or sag . . . or no matter how the track is sprung or tilted. Storm Apron prevents storms from blowing in over top of door. Weather strip prevents rain, sleet and snow from washing down behind the door from above.

SEND FOR DETAILS ON CONTRACTOR'S PREMIUMS for STARLINE'S COMPLETE LINE OF BARN EQUIPMENT

STARLINE

STARLINE, INC., Harvard, Illinois 634
Please send me complete details on contractor's premiums.

Name _____

Address _____

City _____ State _____

Certified INSL-COTTON
GIVES YOU ALL YOU WANT IN AN INSULATION *and more!*

TOP PERFORMANCE

EASY, LOW COST INSTALLATION

LIFE-TIME EFFICIENCY

An insulation that doesn't give you these vital features results in a poorly insulated home or building — robs you of valuable customer good will — lowers your profits.

Insl-Cotton Insulation gives you all these superior features—and more. For the architect, contractor or builder, Insl-Cotton is an insulation you can specify with confidence — buy with confidence, because it gives you these

SUPERIOR ADVANTAGES..

- Most Efficient Type Insulation—Tests by U. S. Dept. of Agriculture and leading laboratories prove Insl-Cotton to be from 4% to 36% more efficient than any other type of insulation. K factor is 0.24.
- Permanently Flame-Proofed — Lasts indefinitely under normal conditions.
- Moisture and Insect Repellent — Cotton fibers have no capillary attraction for moisture—treated to make it insect and rodent repellent.
- Won't Sag or Settle — Heat, agitation and vibration cause it to grow better with age.
- Exceptionally Light-Weight — Weighs about 218 lbs. per 1,000 sq. ft., 3" thick, including vapor barrier.
- Uniform Thickness — No high or low spots. Mechanically laminated to avoid error.
- Easy to Install — As simple as unrolling a rug. No special tools needed.
- Low Labor Cost — Installation in open attics about 1/3c per sq. ft.
- An Excellent Sound Deadener — A fine sound absorbent between walls, floors and ceilings.
- Made in 1", 2", 3" and 4" thicknesses and in 16", 20", 24", 36" and 48" widths, with vapor-proof barrier on back side. Also available completely enclosed in 1" and 2" thicknesses at no extra cost.

AND . . IT IS *Certified* — Insl-Cotton contains no second-hand material. Every lot is tested and certified to the U. S. Government. No other insulation except flame-proof, fire-retarding cotton insulation made under Federal control can make this claim. — Insl-Cotton meets Government requirements for 7d, FHA, FPHA and HH-I-528 specifications. Available in open face, enclosed or reflective type—prompt deliveries.

All cotton insulation is not INSL-COTTON . . . Insist on the original and genuine INSL-COTTON

INSL-COTTON DIVISION
TAYLOR BEDDING MFG. COMPANY
TAYLOR, TEXAS • BELTON, TEXAS
The originators of flame-proof, fire-retarding Cotton Insulation

MAIL THIS COUPON TODAY!

TAYLOR BEDDING MFG. CO., Taylor, Texas
Gentlemen:
Please send specifications and full information on Insl-Cotton

Name _____

Address _____

City and State _____

Check Here:
☐ Distributor ☐ Dealer ☐ Architect ☐ Building Contractor

DON'T LET ROT AND TERMITES ENDANGER YOUR GOOD REPUTATION

WOLMANIZED Pressure-Treated Lumber stops costly damage due to wood decay and termites. It gives your customers better construction and prevents trouble that neither you nor building owners want to experience.

WOLMANIZED Pressure-Treated Lumber provides SURE, LASTING PROTECTION. Preservatives are driven deeply into the wood fibres under high pressure—not just brushed on.

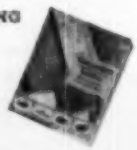
Stop Damage to Wood Structures at These Common Danger Points

It definitely pays to use WOLMANIZED Pressure-Treated Lumber where conditions like these exist:

1. *Where excessive ground moisture, rain or thaws cause early decay failures.*
2. *Where wood is open to termite attacks.*
3. *Where wood is in contact with concrete or masonry.*
4. *Where steam and vapor from industrial processes promote wood decay.*
5. *Where walls, floors, ceilings are subject to condensation from refrigeration.*
6. *Where wood is exposed to moisture in humidified buildings or farm buildings.*

FREE BOOKLET WORTH READING

Get all the facts on how WOLMANIZED Pressure-Treated Lumber stops wood decay and termites. Write today for this valuable booklet.



AMERICAN LUMBER & TREATING COMPANY

General Offices: 1865 McCormick Building, Chicago 4, Illinois
Branch Offices: Baltimore, Boston, Jacksonville, Fla., Los Angeles, New York, Philadelphia, Portland, Ore., San Francisco, Washington, D.C.

For SURE protection build with . . . WOLMANIZED PRESSURE TREATED LUMBER

Electric Space-Heating

(*Continued from page 230*)

room independent of all other rooms. Many kinds are available. Some employ fans and others depend upon natural thermal currents to keep the air circulating throughout the room.

The study of these various methods, reported here, showed that there were numerous points on which they could be compared. Some points are of particular interest to home owners alone, some to the contractor or builders, some to the manufacturer of the equipment, and others to the power utility.

Of all those various points of comparison, ten can be said to summarize the main characteristics to be considered in choosing a practical method. These are first cost, kilowatt-hour cost, maintenance cost, reliability, flexibility of use, controlability, power demand, satisfaction to home owner, responsibility for results, and sales channels.

The seven classifications of electric heating methods are compared on the above ten basic points in figure one.

Arbitrary numbers have been used therein to indicate which electric heating method was found to be the most popular. Number 1 indicates that it ranks highest; number 7 that it ranks lowest.

COMPARISON OF TYPICAL ELECTRIC HEATING METHODS

	Central Warm-Air Systems	Central Wet Systems	Off-Peak Systems	Heat Pump Systems	Panel Heating Systems	Floor Furnaces	Unit Heater Systems
1. First Cost	4	5	6	7	3	1(?)	2
2. KWH Cost	6	7	2(?)	1(?)	4	5	3
3. Maintenance Cost	4	5	6	7	3	2	1
4. Reliability	3	4	5	7	6	2	1
5. Flexibility	3	4	7	6	5	2	1
6. Controllability	3	4	5	7	6	2	1
7. Power Demand	3	4	7	2	5	6	1
8. Satisfaction to Home Owner	2	5	7	4	3	6	1
9. Responsibility for results	3	4	6	5	7	2	1
10. Sales Channels	3	5	6	7	4	2	1
TOTAL	34	47	57	53	46	30	13

On first cost, the floor furnace may lead because a form of simple heating can be obtained at low first cost. However, they tend to heat the area locally just as old-fashioned stoves did. This is particularly true where low temperatures are encountered. If systems furnishing equal comfort are compared, the floor furnace soon loses its first place on this point.

The heat pump is by far the most expensive. The average installation usually costs over $3,000. This means that the market for such equipment is limited to high cost homes. Mass production might reduce the cost of such equipment, but basically it is expensive because it requires a compressor, a motor and complicated controls as well as hot air ducts or pipes.

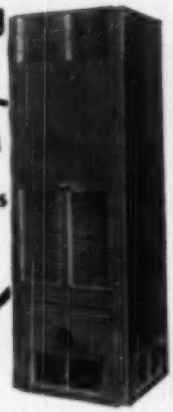
Theoretically, the heat pump needs less than half the electric energy required by resistance heaters, and, therefore, it has been ranked first in kilowatt hour cost. However, this is questionable because the savings in energy cost do not offset the increased cost of fixed charges and maintenance.

"Off-peak systems" are rated second in kilowatt hour

(*Continued on page 234*)

NATIONALLY KNOWN BUILDERS ACCLAIM AMAZING NEW *International* SAINT LOUIS FURNACES

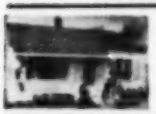
...for Better Heating at Lower Costs!



Revolutionary New Oil and Gas Counter-Flow Furnaces Provides Warm Floors by Radiant Heat plus Circulated Warm Air

What the building industry has been seeking! International furnaces are giving builders and heating contractors these terrific advantages—at an actual saving in cost! Heat delivered at floors provides warm floors with a blanket of heat at outside walls . . . minimum ducting and installation expense . . . closest floor-to-ceiling uniformity . . . absolute quietness of operation with exclusive patented spring-suspended blower . . . space saving (requires less than 2' x 2' floor space).

***Here's what Builders are saying about the* NEW INTERNATIONAL WAY OF HEATING!**



"Sensational heating, with unusual uniformity of temperature from floor to ceiling" . . . GENERAL INDUSTRIES HOMES in Ft. Wayne, Indiana—featured in February "Living" magazine.

"Low cost heating installation with even distribution of heat—plus unbelievably low operating costs—International H7 furnace helps us sell houses" . . . PLACE & CO., South Bend, Indiana (featured in August, 1949 edition of "Architectural Forum").

"We have tried several different types of forced air heating plants in our prefabricated basementless houses, and have had better results with International's B-9 than with any others. The B-9 furnace is more economical to operate, easier to install, and keeps an almost perfect uniform temperature in our houses. Customers praise it" . . . MIDWEST HOUSING CORPORATION, Janesville, Wisconsin (developer of the radiant perimeter method of heating.

SEND IN THIS COUPON—for complete brochure on how these and other builders have solved their low cost heating problems with International.

To Furnace Division
INTERNATIONAL OIL BURNER CO.
3814 Park Ave., St. Louis 10, Mo.

Send full details and prices with brochure showing how nationally known builders are adapting International heating to their needs.

Name _____

Address _____

City _____ Zone ____ State _____

3 WAYS TO OFFER "OVER-THE-TOP" CONVENIENCE

ARCHITECTURALLY DESIGNED

EQUIPMENT AND CARPENTER-BUILT DOORS

● You can furnish "Over-the-Top" Door Equipment for practically any size or type of door . . . mill made or carpenter built. Doors can be architect-designed to harmonize . . . a real advantage for the homes with attached garages. On remodelling jobs old swinging type doors can easily be converted at modest cost.

SECTIONAL TYPE

● Frantz, the leading manufacturer of one-piece "Over-the-Top" Doors, now offers a sectional-type door with new design advantages. Frantz experience has produced a door 14 ways better . . . one that can be installed more quickly and easily. Available in two popular sizes: 8' wide x 7' high, and 9' wide x 7' high.

ONE-PIECE UNITS

EQUIPMENT AND DOOR COMPLETE

● Available in a variety of sizes, wood or aluminum construction, Frantz one-piece Door Units lift automatically when handle is turned . . . are powered by famous "Over-the-Top" equipment. *Require only 2" headroom.* Pre-bored bolt holes and simplified design cut time and labor costs.

Write for full details on the complete Frantz line.

FRANTZ
GUARANTEED BUILDERS HARDWARE

FRANTZ MANUFACTURING CO., STERLING, ILLINOIS

Investigate IN-SINK-ERATOR the only FOOD WASTE DISPOSER with these 7 PRODUCT ADVANTAGES

1 PATENTED REVERSING ACTION alternates direction of shredding with each operation. This automatic "reversing action" doubles life of shredding elements, adds a unique self-sharpening feature, and assures long trouble-free operation.

2 CONTINUOUS FEEDING: "Open-Drain" type operation permits food waste to be continuously fed through drain opening while unit is running . . . assures unlimited capacity, eliminates double-work required in reloading "locked-top" units for each operation.

3 AUTOMATIC WHIRLPOOL (caused by rotation of IN-SINK-ERATOR'S shredding elements) is a swift-swirling water motion around drain which keeps all waste quietly moving into unit . . . keeps strainer, drain and baffle clean.

4 TWO-WAY CLEANSING: Pumping impellers increase velocity and pressure through drains producing vigorous scouring effect . . . Patented Reversing Action makes this an efficient and thorough two-way action which ends soap and grease accumulation.

5 SAFETY BAFFLE of heat-and-acid resistant Neoprene prevents back-splash, shields opening, affords a cushioned connection at sink drain—eliminates metal-to-metal contact—silences operation.

6 SIMPLE SELF-SERVICE: Two special features enable owner to overcome most operating problems and get years of trouble-free use with minimum need for outside service: (1) Self-Service wrench for relief of accidental jamming; and (2) Overload Protection which automatically "cuts out" when motor is under unusual strain—is easily reset when strain is relieved.

7 GLEAMING WHITE FINISH neatly trimmed in black adds to the beauty of any kitchen, while compact streamlined smoothness (with no projections to catch dirt and grime) means less cleaning. Simplicity of design permits easy, economical installation.

See Sweet's Files 24-a16 Architectural—4b13 Builders

THEN ADD THIS ONE FACT!

In-sink-erator is the only food waste disposer conceived and engineered by an architect to meet the exacting requirements of a building professional.

Mail Today

IN-SINK-ERATOR MFG. COMPANY • RACINE, WISCONSIN

Please send complete catalog information.

NAME_____

BUSINESS_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

Electric Space-Heating

(*Continued from page 232*)

cost on the very questionable assumption that the off-peak energy charge will be lower. Electric heating is a relatively large load, and it doesn't take very many installations to make the off-peak the on-peak. This means that rates would have to be increased accordingly, thus eliminating power cost advantages. Also, as in the case of the heat pump, the lower off-peak energy charge does not always offset the increased fixed charges and maintenance costs.

Unit heaters are ranked third because most tests show that they usually consume less kilowatt hours for the same comfort.

Maintenance costs are always high where moving parts are involved; therefore, the heat pump has been rated seventh in this classification. Unit heaters have been rated first because this study showed that unit heaters without moving parts required little or no maintenance.

The heat pump has been rated seventh in reliability because it is so complicated, and nearly every installation investigated was found to have given trouble. Unit heaters have been rated first because they have demonstrated the most over-all reliability. Some have been in use for over 20 years and are still giving reliable service.

For flexibility of use, unit heaters are away out in front. They can be used anywhere, anytime to provide auxiliary heat or all the heat needed. A different temperature can be maintained in each room, or one room at a time can be heated. With all the other methods, it is difficult or impossible to provide heating which will fit individual requirements.

The heat pump is rated the most difficult to control because it is so complicated. Panel heaters are sixth because changing the temperature of a large mass, such as a floor, wall or ceiling, always takes time. One national supplier of such equipment definitely states that a lag of four hours takes place from the time a change in temperature is required until results are produced. Unit heaters are the easiest to control because they do not have large thermal storage and each one can have a built-in thermostat which responds quickly to small changes in room temperature. With this unit control, only the electric current required to provide comfort where it is needed, is actually used.

Individual control is also important because it gives a diversity of power demand which cannot be achieved with any other system so far known. Tests have proved that the unit heater system will create a power demand approximately two-thirds of that created by other electric heating methods.

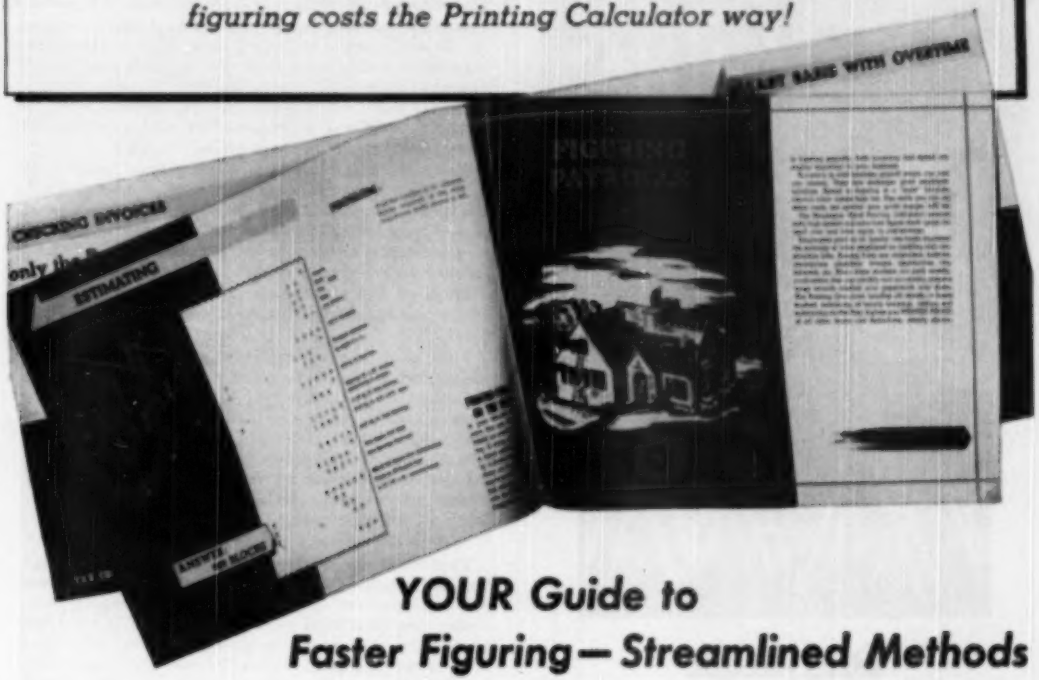
The power demand is primarily of interest to the power company because it means that less distribution capacity needs to be provided, but it is important to the home owner. Power rates are always based on the cost to serve. If power companies can serve an installation at a lower cost, they charge the home owner lower rates. If excess distribution capacity is required, the home owner must pay for it. In various areas where power is sold on a demand basis, it can be readily understood why the home owner will want the electric heating method that will give the lowest power demand.

"Off-peak heaters" will create the greatest power demand because all the heat needed for all day has to be supplied during a relatively short period of time. On most power distribution systems, only a few homes would have to be added before the off-peak would

(*Continued on page 238*)

THE NEW, FREE BOOKLET EVERY HOME BUILDER WILL WANT

—helps you build homes for LESS by saving on figuring costs the Printing Calculator way!



YOUR Guide to Faster Figuring—Streamlined Methods

When you estimate a job, do you laboriously cover sheets of paper with figures—figures that have to be checked . . . rechecked before you can be sure you're right?

Well, sir, all that's a thing of the past, as you'll see from Remington Rand's new publication "Blueprint for Figure-Fact Efficiency." It's a concise, graphic presentation of how to streamline your Estimating, Payroll work, Cost checking and many other phases of your business where minutes spent on obsolete figuring methods are dollars down the drain.

©Copyright 1950 by Remington Rand Inc.

Remington Rand

PRINTING CALCULATOR

The ONLY calculating machine that PROVES as it FIGURES

You'll discover how the famous Printing Calculator, with its *faster* 10 key keyboard and its automatic division, direct multiplication . . . lightning-quick addition and subtraction . . . its constant visual check by PRINTED PROOF ON THE TAPE—eliminates figure drudgery . . . boosts your paperwork efficiency and cuts costs way down. Send the coupon today for your FREE copy.

Remington Rand, Business Machines and Supplies Division, 315 Fourth Avenue, New York 10.

☐ Please send me a FREE copy of "Blueprint for Figure-Fact Efficiency"—the booklet that shows how to CUT COSTS the Printing Calculator way.

Name_____

Company_____

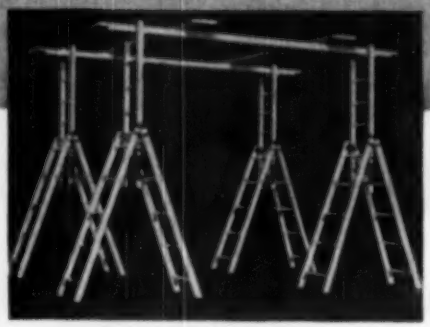
Address_____

City_____ Zone____ State_____

CA-1

STRONGER . . .
MORE RIGID . . .
EXTRA SAFE!

Save Hours On All Jobs



GOLD MEDAL
SAFETY EXTENSION TRESTLES

Overhead work is greatly simplified with these extra sturdy, more durable trestles. They're easily handled, quickly erected and provide secure footing at any desired height. Your men can do more and better work faster — *in less time.*

Center section adjusts every 10" — thus providing a greater variation in platform heights. Iron crescent hook, an exclusive feature, automatically provides a positive lock. Made in sizes from 6' to 16' extending from 10' to 28'.

Inspected by Underwriters' Laboratories, Inc.

Manufacturers of:
GOLD MEDAL Tubular Tubular Steel Scaffolding — Suspended Scaffolding Machines — Junior Safety Swinging Scaffolds — Steel Sidewalk Bridges — Single, Extension, Step and Platform Ladders — Light Metal Ladders • "TROUBLE SAVER" Sectional Steel Scaffolding — Adjustable Steel Trestles — Steel Scaffold Brackets

Write for Bulletin L-69

for Greater Safety . . . Efficiency . . . Economy
THE PATENT SCAFFOLDING CO. Inc

Dept. AB **38-21 12th Street** **Long Island City 1, New York**

See Your Classified Telephone Directory for nearest GOLD MEDAL Distributor

Electric Space-Heating

(*Continued from page 234*)

become on-peak. History would repeat and the problems created by off-peak water heating would probably be simple by comparison.

No true measure of satisfaction exists, because each person has his own ideas of what he wants. Many like the central warm air system, but there are many others who object to the noise and drafts created. A floor furnace may cost less, but it may not heat every room or the distant corners of large rooms. Unit heaters have been rated first because most of the people interviewed like their care-free, cheery warmth. In one housing project we studied, central heating systems were replaced by unit heaters because the average housewife there wanted to feel the heat and see the glow.

Under responsibility for results, unit heaters are rated first. A complete package requiring only simple electrical connections can be supplied by the manufacturer. Installation can be made by electrical contractors without the assistance of other tradesmen. Therefore, responsibility for results can be centralized.

With all the other heating methods, at least two trades are involved. Responsibility for results is divided.

This point is very important to home owners and power utilities. If a unit heater should give trouble, only part of the house will be without heat and the home owner has only to call his electrical contractor or dealer for service. Generally, the power utility is the first thought of the home owner when his electric heating system gives trouble. With the centralized responsibility afforded by unit heaters, th problem is easy. With all other systems, the utility often has to act as a referee to determine who is responsible.

This responsibility for results carries back through the sales channels necessary to get the equipment from the manufacturer to the user. Electric supply companies now distribute wire, switches, etc., to electrical contractors, dealers, power utilities, and builders. Unit heaters can be handled through these same sales channels in the normal course of business. They are all members of the electrical industry, hence stand back of their own work.

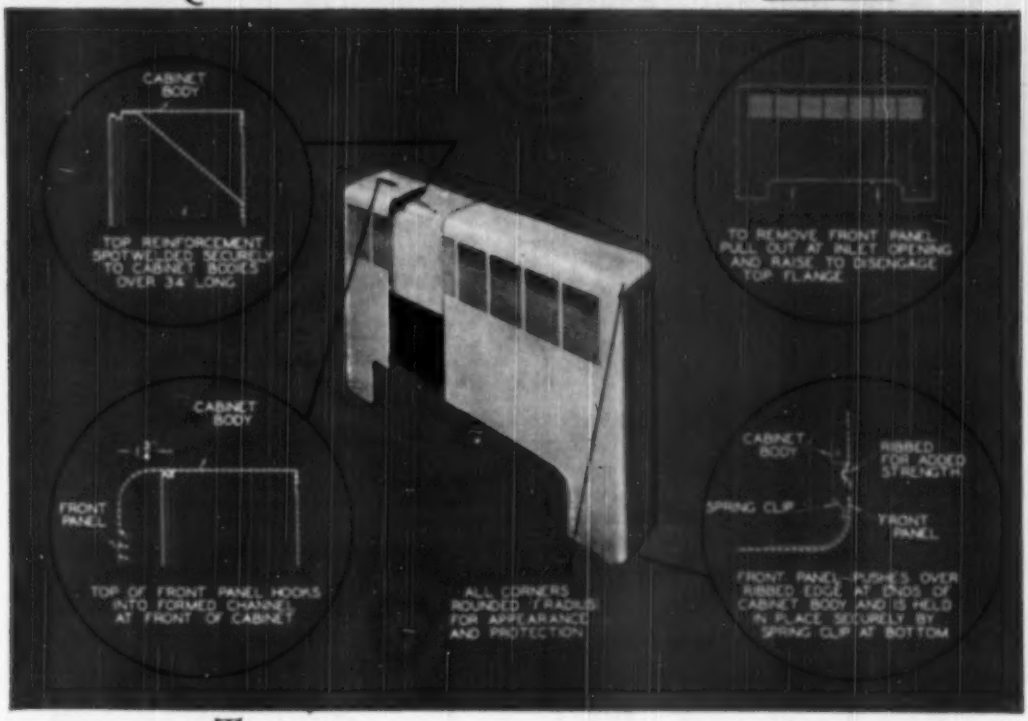
The other electric heating systems find their way to users through various distribution channels. Floor furnaces and central warm-air systems are often sold by the local tinsmith, and central wet systems by the local plumber. Off-peak heaters and heat pumps have found such little use that their distribution channels are not well defined. Panel heating systems sometimes are sold by building material dealers, and have in some cases encountered jurisdictional labor disputes between carpenters, plasterers, and electrical contractors.

Summarizing all these factors, it can be seen readily why the unit heater system was found to be the most popular.

Proof of the popularity of the unit heater system is demonstrated by statistics from Chattanooga, Tenn. Out of 4,390 electrically heated homes in that area 63.5 per cent now have unit heater systems. Floor furnaces whose popularity is based primarily on their low cost are next with 32.2 per cent. The other heating methods are not very popular.

This is a condensation of a paper delivered by Mr. Forsyth, Manager of Home Heating Sales, Westinghouse Electric Corp., before the 1949 Pacific General Meeting of the American Institute of Electrical Engineers.

Exclusive T&B FEATURES MEAN A BETTER JOB!



TUTTLE & BAILEY Type FP Convectors — carefully engineered in every detail — combine outstanding features of design and construction that insure a faster, easier installation ...a neat, trim finished job you can be proud of. Ideal for semi-recessed or free standing installation, units consist of a front panel, cabinet body and an efficient all-copper heating element . . . furnished completely assembled in one lightweight carton to facilitate handling.

Feature by feature, you can recommend and install T&B Convectors on your next job — and the next — and be sure of a *better* job!

TUTTLE & BAILEY INC

NEW BRITAIN, CONNECTICUT

It's Easy... It's Economical!

Eliminate Your
CHIMNEY PROBLEMS
WITH A PHONE CALL

HERE'S HOW: Be free of delays when the building is ready for the chimney . . . get fast action, just phone your VAN-PACKER dealer and ask him for the

VAN-PACKER PACKAGED CHIMNEY

Easily installed in 3 man hours by a sheet metal man or carpenter. Light weight. Needs no foundation.

ENTIRE CHIMNEY SHIPPED COMPLETE

(Conventional 2-foot sections: base, lengths, roof flashing, chimney caps.) Nothing else needed.

SAFER . . . Underwriters' Laboratory accepted for any fuel: gas, oil, coal or wood for any type space heater or floor or basement furnace. Meets F.H.A. requirements.

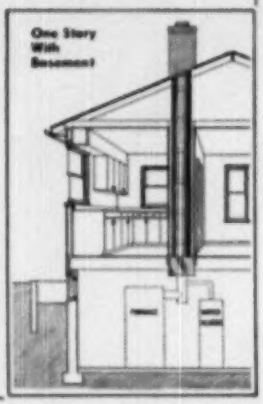
ECONOMICAL . . . Save up to 50% over brick. A lifetime chimney, more efficient . . . better draft.

IMMEDIATE SHIPMENTS made direct to project.

LIBERAL DISCOUNTS to project builders.

WIRE or name of your lumber or heating dealer for immediate quotation.

VAN-PACKER CORP.
136 South Clark St. Chicago 3



Hold Thin Layer of Asbestos Paper Unnecessary for Warm Air Furnace Leader Pipes

Heat loss from a bright tin pipe covered with one thickness of 12-pound asbestos paper is 62 per cent greater than when the same pipe is left uncovered, according to research conducted by the National Warm Air Heating and Air Conditioning Association. The test applied to bright tin warm air leader pipes through which air is flowing at relatively low velocity under a gravity system.

In order to demonsttrate the inefficiency of a layer of asbestos paper as a heat insulator, tests were run in which the number of thicknesses of paper was increased until the heat loss became less than the loss through a bare bright tin specimen. Eight thicknesses of 12-pound paper were applied before the desired result was achieved. The conclusion drawn was that a thin layer of asbestos paper glued around warm air furnaces leader pipes was unnecessary.

For the average, up-to-date, gravity warm air furnace, Association engineers said, a practical method is to merely seal the joints of all pipes wth two-inch asbestos strips in order to make the system "closed" and therefore dust-tight. The return air side, including joist panning, if used, should be stripped in a like manner. It was pointed out, however, that leader pipes which might be exposed to the chilling effect of basement windows, or which are extremely long, or run through cold spaces, should be adequately insulated—a minimum of three layers of corrugated asbestos being recommended in such cases.

The electrical appliance industry will sell a total of 41,390,000 units in 1950, officials of the General Electric Co. predicted.

Adjustable STEEL TRESTLES

For Interior and Exterior Scaffolding

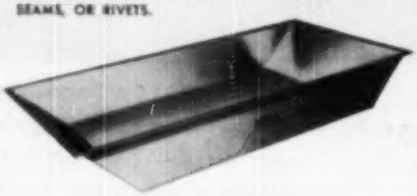
Size No.	Low Point	High Point	No. of Adjustments	For Working Heights	Leg Spread	Weight Lbs.	Price Per Trestle
2	16"	22"	4	7½' to 7¾'	13"	15½	$ 9.75
3	2'	3'	5	8' to 9'	17¼"	21½	10.35
3½	2½'	3½'	5	8½' to 9½'	20½"	24½	11.50
4	3'	4½'	6	9' to 10½'	23"	28	12.65
6	4'	6'	9	10' to 12'	33½"	53	15.65
8	5½'	8'	11	11½' to 14'	41"	74	20.25
10	6½'	10'	13	12½' to 16'	41"	113	32.35
12	7'	12'	19	13' to 18'	47"	153	37.25

MORTAR BOX and STEEL TRESTLE PRICES F.O.B. FACTORY

Send Money Order or Check with your order

MORTAR BOXES

SMOOTH, INSIDE SURFACE, NO JOINTS, SEAMS, OR RIVETS.



1. EASIER MIXING and CLEANING
2. EASIER to HANDLE
3. MORE DURABLE

	Length	Width	Depth	Gauge
No. 1—MB	5'4"	2'4"	11"	16
No. 1.5—MB	6'10"	2'10"	11"	14
No. 2—MB	7'10"	3'4"	11"	14

	Capacity	Weight	Price, Ea.
No. 1—MB	9.2 cu. ft.	62 lbs.	$17.75
No. 1.5—MB	15.0 cu. ft.	114 lbs.	24.00
No. 2—MB	20.7 cu. ft.	143 lbs.	31.00

Write for FREE catalog

Send today for 1950 illustrated catalog describing largest and most complete line of masonry tools for your trade, including transit levels.

Goldblatt Tool Company

1912 Walnut St., Kansas City 8, Mo.

in hardwood flooring-

-LOOK FOR THE MARK OF DEPENDABILITY!

When you buy DELFAIR flooring, you can be sure you're getting the best. For many years, DELFAIR has been a favorite floor among contractors, builders and homeowners. Next time you select flooring, look for the mark of dependability . . . look for the mark of DELFAIR.

Write us about YOUR needs. A DELFAIR representative will be happy to contact you.

STANDARD STRIP . . . consistently used in homes and commercial buildings all over America.

DELFAIR PREFINISHED . . . brings you quality flooring with long-lasting, built-in beauty.

DELFAIR PLANK . . . in random widths brings elegance and charm to any modern home.

DELFAIR PARQUETRY . . . gives beautiful and striking design to large or small homes, as well as commercial buildings.

D. L. FAIR LUMBER COMPANY

LOUISVILLE, MISSISSIPPI

LEONARD W. VANDENBERG

Prominent Michigan Builder of Moderate Priced Homes Insists that

ALL SIDING

be Dip-Treated with . . .

100% LIFE **WOODLIFE**

The Original WATER REPELLENT PRESERVATIVE

Containing Pentachlorophenol

He says, "WOODLIFE treated siding comes to the job dry and it stays that way. No grain raising or warping — no painting delays. And — my customer is assured of a trouble-free, beautiful job for the life of the home."

See your lumber dealer or write for information.

Protection Products Mfg. Co.

Research Laboratory and Plant KALAMAZOO, MICH.

Avoid costly errors with this . . .

NEW UNIVERSAL Level-Transit

Price $165.00 complete with tripod

Now David White offers you, *at the lowest price anywhere*, the finest of Universal Level Transits with 4½" protected arc, internal focusing and coated optics.

Don't wait if you're in the market for a new all-round practical builder's instrument—see the improved new David White Model 5000 Universal Level Transit now.

You'll find this instrument properly used will be your best insurance against costly layout and building errors. The new 4½" protected arc means easier, more accurate readings, less likelihood of instrument damage through accident. Internal focusing assures you of dust and dirt-free inside lens surfaces, better protection for optical parts and mechanism. Coated optics mean clearer, distortion-free images, sharper definition, positive readings at greater distances and under adverse conditions. Instrument spindle supported on ball bearings for perfect horizontal adjustments.

Ask our nearest dealer to give you complete information on this and other fine engineering instruments. Or write direct to David White Co., 511 W. Court St., Milwaukee, Wis.

DAVID WHITE COMPANY

We offer complete, prompt repair service on all makes of instruments — levels, transits, theodolites, etc.

10 reasons why you should BUY

Wood Windows of WESTERN PINE*

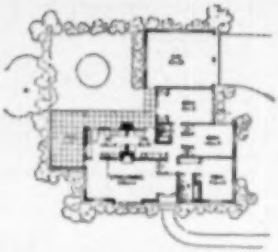
1. Efficient insulation.
2. Easy and quick installation.
3. Easy and inexpensive to weatherstrip.
4. Reduce moisture condensation.
5. Quiet to operate—little vibration.
6. Smooth even grain and soft texture take paint and stain easily.
7. Low maintenance costs because they hold paint and stain lastingly.
8. Available in pre-assembled units—wide range of styles—suited to any architectural design.
9. Long life provided by scientific wood preservation process. Available from most all factories.
10. Wood windows are sold through recognized building material dealers.

WESTERN PINE ASSOCIATION
510 Yeon Building Portland 4, Oregon

*These are the Western Pines
*IDAHO WHITE PINE *SUGAR PINE
*PONDEROSA PINE

These are Associated Woods
LARCH DOUGLAS FIR WHITE FIR
SPRUCE CEDAR LODGEPOLE PINE

Magazine's January 'Five-Star' Home Most Popular in 18 Years



BETTER Homes and Gardens' popular "Five Star" home for January, 1948. Plan shows ingenious arrangement of rooms around hall space. Over-all area of house is 68x61 feet

A THREE-BEDROOM, one-story house featured in the January issue of Better Homes and Gardens has proved the most popular published by the magazine in 18 years, John Normile, the magazine's building editor, said recently.

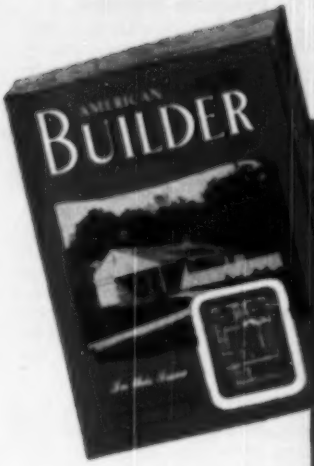
Although plan sales were not disclosed, he said that the house is "10 times as popular" as the average successful home featured in the publication, many of which appeared in postwar years.

The house was built as a model home in Inverness, a Chicago suburb, by Arthur T. McIntosh, Inc. It was designed by Architect Bertram Weber in cooperation with Normile. A blend of traditional and modern, the home was described by Normile as neither radical nor conservative.

Designated by the magazine as its "Five Star" home for January, plans were made available to the public through the magazine and through home planning centers as part of the publication's home planning service.

One "Five Star" home is published in each issue of Better Homes and Gardens and more than 100 designs covering a wide range of small and medium-sized homes are now included in the program.

TERRACE affords privacy; is easily reached from kitchen, porch, bedrooms. Overhang protects passage from house to garage



Biggest Value

IN THE

BUILDING FIELD

3 YEARS FOR $5.00 (36 issues) — 1 YEAR FOR $3.00 (12 issues)

KEEP POSTED—read the American Builder every month. The highly competitive building business demands that you keep abreast of the times. Be informed on the latest techniques of building—keep posted on the new and improved products, materials and equipment—get the benefit of tried and proven methods of selling homes, new ideas on financing and land development.

Special information on small commercial and industrial structures—stores—motels—shopping centers and farm buildings.

In addition you get the latest in home designs—pictures and plans of the best sellers from coast to coast.

AND EVERY MONTH a complete blueprint of a selected home drawn to 1/8-inch scale, plans, elevations and details.

Read the monthly review of the National Association of Home Builders—items directly from local association headquarters. Study the better detail plates and "How-To-Do-It" features contained in every issue.

DON'T MISS A SINGLE COPY. Start your personal file of this valuable building magazine **NOW!**

If you are already a subscriber, renew your subscription to make sure of receiving your issue each month. The coupon below is for your convenience.

PLEASE NOTE—
Kindly check your principal activity

Builders and Contractors:

- ☐ Builders and Contractors specializing in *Residential* or *Light Commercial* or *Light Industrial* Building.
- ☐ Contractors specializing in *Heavy Building* Construction.
- ☐ Builders and Contractors engaged in *both* Residential or Light Commercial or Light Industrial Building and Heavy Building Construction, *not specializing in either.*
- ☐ Contractors specializing in all types of *Heavy Construction other than Buildings.*
- ☐ General Contractors engaged in Heavy Construction of both Buildings and other than Buildings, *not specializing in either.*
- ☐ Special Trade Contractors, contracting for only such parts of Building Construction as carpentry, masonry, plumbing, roofing, heating, ventilating, electrical, painting, concreting and excavating.

Distributors:

- ☐ Retail Dealers—lumber, building materials and installed equipment.
- ☐ Wholesalers, Jobbers and Manufacturers' Agents of lumber, building materials and installed equipment.
- ☐ Distributors of Construction Equipment.

If none of the foregoing applies, please advise the type of business with which you are affiliated:

Type of Business _____

SUBSCRIPTION ORDER

AMERICAN BUILDER, 30 CHURCH STREET, NEW YORK 7, N. Y.

☐ **Enter my subscription to American Builder for THREE YEARS (36 issues) at your money-saving rate of $5. My remittance of $5 is enclosed.**

☐ **Enter my subscription to American Builder for ONE YEAR at your regular price of $3. My remittance for $3 is inclosed.**

Your Name _____

Street _____

City _____ Postal Zone _____ State _____

NAME OF YOUR FIRM _____

Please indicate your position in the above named firm:

If Owner of Business, please state _____

If not, give Title or Position _____

Subscriptions accepted only from those directly connected with the building industry.

(Good only in United States, Possessions and Canada)

AB-3-50

Big Market for Remodeling Opened by High Farm Income

Until the post-war period, at which time farmers' incomes rose to the highest levels in history, most farm homes had been repaired only to the extent necessary to keep them habitable. Now, for the first time in recent years, farmers have money to spend for capital improvements on a large scale and there is a great open

1. NEGLECTED for years, old farmhouse was potentially livable but required extensive remodeling before becoming a desirable house.

market for building and remodeling.

Much of the farm spending is being directed to building, with service structures such as barns and chicken houses usually being the first to be built or reconditioned. Enough of this

2. CHIEF improvements included raising roof of wing, applying fresh white siding and a new roof of green asphalt shingles, and trimming overhang at the rakes and eaves.

work has been performed, however, to permit added emphasis on the alteration of existing dwellings. Many farmers prefer to remodel old houses which, although structurally sound, are badly in need of modernization.

The remodeling job illustrated was accomplished mainly by raising the roof of the wing and by trimming unnecessary roof overhang at the rake and eave lines. Depending on color to accent the overlaid white shingle exterior walls, the builder selected green, fire-resistant asphalt shingles for the new roof and painted the shutters a matching green.

By raising the wing roof, outside proportions were improved; and space was provided for an 18x24-foot room on the second floor of the wing. Ornate porch-pillar gingerbread was eliminated, one step toward giving the house a fresh, modern smartness.

Originally, there were seven small, cramped rooms on the first floor. Now there is a 23x24-foot living room, a spacious kitchen, a bathroom and two large bedrooms—one of which may be used as a dining room, if desired. There are two more bedrooms on the second floor of the main section of the house.

Electric Association Will Promote Ranges

The Electric Association, representing 600 manufacturers, distributors, dealers and electric companies in the Chicago area, February 14 will launch an all-out electric range promotion to boost Chicago up the range sales ladder, according to an announcement by Axel Kahn, association president.

Timed to immediately precede the peak selling season, the campaign will run for 13 weeks with advertisements in all major media plugging seven benefits of electric ranges. "When the campaign is over, everyone ought to know something about electric ranges which he does not know now," Kahn said.

A Thick, Beautiful LAWN

Helps make Home Buyers Satisfied

The lawn you provide your new home buyers has a great deal to do with their satisfaction and with your future sales and profits.

WHITNEY'S Seed grows thick, velvety lawns because the high quality seed is clean. Super-refined to remove weeds and chaff. Tested and proved for high germination. Don't risk unsatisfactory lawn results with inferior seed, but sow WHITNEY'S.

Write for full information about WHITNEY'S Lawn Seeds — we have a mixture for your requirements.

WHITNEY SEED CO., INC., Buffalo 5, N. Y.

Lemco RESIDENTIAL CASEMENTS

New window beauty in gleaming permanent SOLID SECTION ALUMINUM

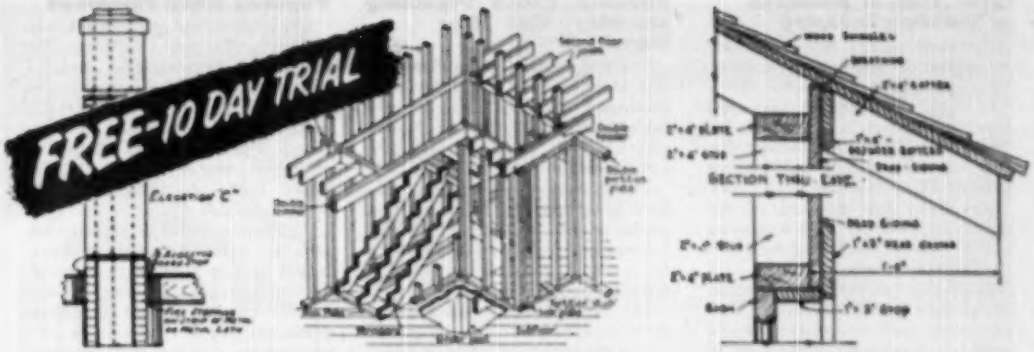
by CROFT STEEL PRODUCTS, INC.

LEMCO Residential Casements are now available fabricated from solid extruded ALUMINUM sections, in the same types and sizes as LEMCO steel casements. Rust-proof, they require no painting or maintenance. They can be furnished with standard installation accessories for speedy, economical erection in all types of construction.

WRITE TODAY for our latest literature on steel and aluminum casements, basement windows, aluminum awning windows and other LEMCO building products.

AMERICA'S OLDEST CASEMENT WINDOW MANUFACTURER

CROFT STEEL PRODUCTS, INC.
14 MARKET STREET · JAMESTOWN, N. Y.



NOW—Add to your "know-how" of

HOUSE CONSTRUCTION DETAILS

Save Money and Time with these Latest Professional Methods

Here is an exact working guide on every detail of house construction from foundation to finish. Tells you dimensions, materials, processes, step-by-step working methods. Hundreds of scale drawings and photographs make every step easy to follow. Quick-reference index enables you to find instantly any construction detail on which you want modern, authoritative guidance. Can be used for alterations in a set of stock plans, for making additions or changes in a building, or for complete construction of a dwelling. Conforms with modern practice and building regulations in all parts of the country. Gives you helpful ideas on how to build in accordance with latest developments in painting, wiring, heating and air conditioning, insulation and sound-proofing.

The guidance you get on even a single house construction detail can repay you a hundred times the small cost of this remarkable volume. Send for free-examination copy today. Mail coupon below.

Every Step in House Construction Explained and Illustrated:

Excavations • Footings and drainage • Foundation forms • Sills • Girders • Joists • Sub-flooring • Exterior wall framing • Interior wall framing • Ceiling joists • Gable roof • Hip roof • Gambrel roof • Dormers • Siding and shingling • Cornices • Porches • Exterior walls of wood • Exterior walls of brick • Interior walls finished in plaster, in plywood • Wall panels • Mouldings for interior trim • Stair construction • Windows • Sash details • Window framing details • Doors and door trim • Hardware used in dwellings • Closets, shelves, built-in equipment • Breakfast alcove • Sewing room • Flooring • Chimneys and fireplaces • Mantels and seats • Outdoor fireplaces • Scaffolds • Garages • Electric wiring • Insulation • Arches and gates • Lattice porch, lattice trellis • Garden benches, tables • Swings and other garden furniture • Picket fences • Log cabins, camps, cottages • Barns • Feeders and nests • Rabbit hutch • Septic tank • Painting and finishing • Heating systems • Air conditioning systems • Prefabricated houses • Useful information for home builders including architectural styles and data on modern building materials.

312 PAGES, SIZE 8½x11. FULLY INDEXED. 1500 ILLUSTRATIONS.

High Praise! Read What Reviewers say---

"Best one-volume work on house building we have ever seen."—*Walker's Library Service, Toronto*

"All the elements of house construction are considered in an orderly manner and are illustrated with great clarity."—*The Architectural Forum*

"An amazing number of illustrations, photographs, working drawings and cut-away sections fill this complete book for architects, contractors and builders."—*Scientific American*

More than 41,000 satisfied users!

SEND NO MONEY!

Examine

10 DAYS FREE

You don't risk a penny to find out how valuable "House Construction Details" can be to you. Just mail coupon. See for yourself how you get clear, professional guidance on every building detail. Then either send only $4.50 (plus postage) in full payment, or return the book and owe nothing. Mail free-examination coupon NOW.

MAIL THIS COUPON

Simmons-Boardman Publishing Corp., AD 3-50
30 Church Street, New York 7, N. Y.

Send for 10 DAYS' FREE EXAMINATION, "House Construction Details." I will either return it in 10 days and owe nothing, or send only $4.50 (plus shipping charges) in full payment.

Name _____

Address _____

City & State _____

☐ SAVE! Send $4.50 with this coupon and we will pay postage. Same return and refund privilege.

Cites Aims of Research In Building Industry

The opportunities that exist today for providing shelter at both lower initial and maintenance costs offer a tremendous challenge to organized experimental work in the building industry, Dr. C. F. Rassweiler, vice president for research and development of Johns-Manville Corp., New York, N.Y., told members of the American Society of Civil Engineers at the society's meeting at the Hotel Statler, Washington, D.C.

In his talk on "Technical Research in the Construction Industry," Dr. Rassweiler said that research could make an important contribution to the progress of the building industry by producing a type of housing which would stimulate construction—housing which would influence people to abandon their present homes in order to get something better.

Rassweiler also advocated a campaign to increase pride of home ownership, stating that if this feeling were strongly enough inculcated in persons who had purchased homes in flush times they would not abandon their investments at the first sign of financial difficulty.

Describing "certain impractical ideas about radical innovations in the building industry," the research director said they had led a great many people to feel that research will have failed if it does not produce a house "that can be transported to a new site and opened as one opens an umbrella."

Vitreous China Plumbing Industry Has New Standard

The fifth edition of the Commercial Standard for Vitreous China Plumbing Fixtures has recently been published. The new Standard, CS20-49 supersedes CS20-47 and became effective Dec. 15, 1949.

The standard establishes uniform nomenclature, definitions and grades of vitreous china plumbing fixtures and includes requirements for material, construction, testing, marking and labeling.

The revision was developed and recommended by the Vitreous China Plumbing Fixtures Association in cooperation with the Commodity Standards Division of the National Bureau of Standards. Copies of the Standard are available from the Superintendent of Documents, U.S. Government PrintingOffice, Washington, D.C., at fifteen cents per copy.

Papered Walls Preferred

Homeowners and prospective homeowners prefer pastel wallpaper for the walls, with painted or enameled doors in white or cream, according to a nation-wide survey of decorative preferences recently made by Ponderosa Pine Woodwork. Paint or enamel in white or cream is also preferred for dining room trim, the survey revealed.

Although paint leads in preference as a finish for dining room doors, waxed or natural wood finishes run a close second. The survey showed that 42.1 per cent of those responding preferred paint or enamel, while 30.6 per cent preferred waxed or natural wood. In woodwork trim, however, 48.8 per cent preferred paint or enamel, while 25.6 per cent preferred waxed or natural wood. The preference for the "natural wood look" was especially strong in the north central and western regions, the survey showed, while the northeastern and southern regions tend to prefer painted interior doors.

November Lumber Under '48

Total retail lumber stocks at the end of November, 1949 were estimated to be 4.423 million board feet, a decrease of 2.5 per cent from Nov. 30, 1948.

PRECISION
folding stairway

- No springs—Actuated by counterweights
- Easy to operate
- Safety treads on steps
- Insulated door panel
- Requires no attic space
- Shipped in one package

Write for full information
PRECISION PARTS CORP.
Nashville 7, Tennessee

How Does Calcium Chloride *Improve* COLD WEATHER CONCRETE?

"The Effects of Calcium Chloride on Portland Cement" is a semi-technical book that clearly presents the facts on the use of Calcium Chloride. It is filled with graphs, tables, charts and contains much material not heretofore available. This information will be of great interest to contractors, architects, engineers, plant operators and men in allied fields. For your copy, write on your company letterhead to the address below . . . there is no obligation.

SOLVAY Calcium Chloride
✓ CUTS DELAYS
✓ SPEEDS STRENGTH
✓ ADDS EXTRA STRENGTH

SOLVAY SALES DIVISION
ALLIED CHEMICAL & DYE CORPORATION
40 Rector Street New York 6, N. Y.

Jiffy
SAWHORSE BRACKETS
SET UP OR TAKE DOWN WITHOUT NAILS OR BOLTS
2" x 4" FOR LEGS

2" x 4", 6", 8", 10", and 12" FOR CROSS BAR

Timesaver for contractors, builders, painters, paper hangers.
COLORFUL COUNTER DISPLAY PACKAGE SELLS
Display it on your counter. Retail $1.50. Slightly higher in West. Order from your jobber or direct from us.
$1.50
GRAND HAVEN STAMPED PRODUCTS CO.
GRAND HAVEN, MICHIGAN

The SLIDE-A-FOLD
DISAPPEARING ATTIC STAIRWAY

- - - A handy, practical and LOW COST way to reach the valuable storage space of the attic.
- COMPLETELY ASSEMBLED
- EASY TO INSTALL
- LOOKS GOOD
- SUPERIOR CONSTRUCTION
- REQUIRES SMALL SPACE
- LOW IN COST!

Low freight rate — Weight 65 pounds
WRITE TODAY FOR FULL DETAILS
CRAIG WOOD PRODUCTS COMPANY
BRENNAN ROAD COLUMBUS, GEORGIA

HANSEN ONE-HAND TACKERS and STAPLERS••

● Building contractors find that they can simplify the application of wall board, building paper, insulation batting, foil, etc., by using the Hansen Tacker. This speedy, convenient tool drives home stout two-legged tackpoints —fast as you can grip it. It holds scores of tackpoints at a loading—and reloads in a jiffy. It gives a great saving in time over old-fashioned methods.

A. L. HANSEN MFG. CO.
5058 RAVENSWOOD AVE. CHICAGO 40, ILL.

Coburn can supply you with a full line of hardware for doors which slide, fold or raise overhead. Long-lasting, smooth-operating Coburn Hardware is made for straight-sliding, sliding-folding, around-the-corner and roundhouse doors. We supply:

Enclosed Track · Brackets · Hangers · Handles · Guide Rolls · Guides · Stops · Binders · Chafe Strips · Hinges

Sliding-Folding Door Hardware #412 Hardware Sets —For two doors closing an opening not over 8 ft. wide. #412 sets can be used for doors which fold inside the buildings as well as those folding outside the building.

Coburn #500 Swing-Over Garage Door Hardware Set —High in quality yet low in cost, this set is adaptable to practically all types of garages; requires little headroom; does not interfere with passageway or floor space. For new or remodelling jobs.

For complete information send today for Catalog #200. Engineering help, without obligation.

COBURN PRODUCTS DEPARTMENT
THE COLORADO FUEL AND IRON CORP.
WICKWIRE SPENCER STEEL DIVISION
General Office—500 Fifth Avenue, New York 18, N. Y.
Sales Engineering—56 Sterling Street, Clinton, Mass.

CF&I

THE NATION'S BEST WINDOW-WELL WALL LUX-RIGHT

Enduring! Economical! Essential!
wherever there's a ground-level window

Value! That's the priceless quality of LUX-RIGHT Areawalls! They'll outlast the house. The ONLY areawall Hot-Dip-Galvanized AFTER forming. Every edge, every surface protected from rust. Only LUX-RIGHT gives you this complete protection. Look for LUX-RIGHT label.

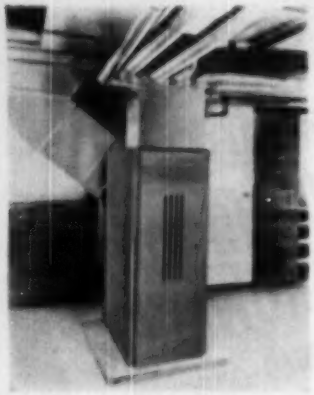
Complete range of sizes. Straight and Round Types. See nearest distributor, or write us. Folder Free.

AD 1 *TM REG. U. S. PAT. OFF.

ST. PAUL CORRUGATING CO.
Expert Sheet Metal Manufacturers for 65 Years
SOUTH END WABASHA BRIDGE, ST. PAUL 1, MINNESOTA

Announce FHA Acceptance Of New G-E Heating System

FHA acceptance of the General Electric Co.'s Air-Wall heating system for use in properties otherwise eligible for mortgage insurance under the minimum property requirements and risk rating procedure of the agency has been announced by H. M. Brumlage, manager of the automatic heating division of the company's Air Conditioning Department in Bloomfield, N.J.



AIR-WALL gas furnace installation

LIVING room register installation

The Air-Wall system is a low-cost, "packaged" forced warm-air heating plant for small homes. The complete package, delivered as a unit, includes a General Electric oil- or gas-fired warm-air furnace, small-diameter ducts and elbows, plenum chamber and registers. The use of the small prefabricated round ducts and elbows effects a savings in installation costs and space.

The registers are installed in the outside room walls. Forced warm air is directed upward in a wide, fan-like pattern, forming a warm-air blanket in front of the cold walls or windows.

The system is designed for use in small one- and two-story homes with basements, but may be adapted to basementless homes. It is limited to houses where the farthest supply or return duct will not be more than 60 feet from the furnace bonnet, measured along the duct work.

New Lacquer Finish For Door Hardware

A new lacquer finish, which now comes on all Fenestra door hardware, is said to be impervious to all known cleaning fluids, as well as to the salts and acids of human perspiration. It is also resistant to bumps, scratches and abrasion.

Formula for the lacquer came about after a two-year search and was the 119th tested in the laboratories of Sargent & Co., of New Haven, Conn., who manufacture Fenestra door hardware to Detroit Steel Products Co. specifications. Baked onto a bright lustre, the lacquer defies chemical analysis, cannot be dissolved by any standard paint remover or lacquer thinner—not even its own thinner.

E-Z MARK BUTT GAUGE

HANG THAT DOOR THE PROFESSIONAL WAY!

Makes a clean-cut deeply etched profile. Remove chips. Repeat on jamb. Hang door!

Comes in 3", 3½" and 4" (Std.) sizes. If dealer can't supply, send only $1.00 with order, pay postman balance plus postage C.O.D. In Canada, 25c higher per order. No C.O.D. State sizes wanted.

Comes with Leatherette Case

E-Z MARK TOOLS

P. O. Box 8377 Los Angeles 16, Calif.

Dept. A

Red Devil

FLOOR CONDITIONING EQUIPMENT

RED DEVIL TOOLS, IRVINGTON 11, N. J., U. S. A.

WE SET YOU UP IN BUSINESS

Here's A Real Opportunity

Read what Elmer L. Wade wrote us: "I have operated a Foley Saw Filer and a Retoother for over two years. I am a carpenter. When it will be hard for me to throw a hammer and pick a saw, I will have a shop that will make me an easy living. I call these machines my old age insurance, and they are paying for themselves as we go along."

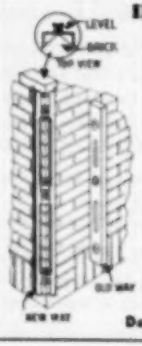
FREE BOOK "Independence After 40"

shows how you can start at home, make up to $2 or $3 an hour in spare time. Send coupon today. No salesmen will call.

Over 40!

FOLEY MFG. CO., 324-6 Foley Bldg., Minneapolis 15, Minn.
Send FREE BOOK—"Independence After 40"
Name
Address

INCREASE PRODUCTION 100% with KEN Corner LEVEL



In 15 minutes you can determine the amazing savings in time and effort constructing corners, window openings, and doors, in all building. The NEW KEN CORNER LEVEL is the greatest improvement since the original invention of the level. It will double present production during any 15 minute period of working time. Multiply that saving by the number of 15 minute periods in a working day. Then you will know what kind of production increase you can expect with more accuracy and less effort. With the NEW CORNER LEVEL the mechanic working at the same speed will install twice as much material over the old fashioned, wood, level because it plumbs and squares TWO sides of a corner at ONE time. The "Z" bars form a "jig" that fits each corner brick in place, plumbing and leveling all sides, corner, and top, with a single movement.

The bubble is adjustable for plumbing a batter, incline, or tapering surface. Level sizes 18", 24", 36", and 48". NEW CORNER LEVELS are being enthusiastically used by builders, masons, and carpenters, everywhere. DROP Post Card for information.

SINGER-KENNEDY CORP.

Dept. L—21 E. Van Buren St., Chicago 5, Ill.

Second Edition

HOME BUILDERS MANUAL

FOR CONTRACTORS

This collection of material in its three-ring binder is designed as a selling kit. Any section may be removed and shown or given to the prospect. In the latter case a new section, punched for insertion, can be obtained. The user can add his own material, such as the local building code, to make it as complete as desired. The Manual contains . . .

- General advice for the user
- American Builder's Blueprint Plans book
- Portfolio of 14 8½ x 11 forms for estimating, job records and contract agreements
- Set of open Specifications for a house
- Complete set of Material List sheets
- Contractor's Bid and Budget Estimate forms
- Forms with carbon for "Extras"
- Small Job Estimator forms for repair jobs
- Home Owner's Property Records and Building Contract 1948. 2nd. 9½ x 11½, Fabrikoid binder, $5.00.
- Complete lists of House Plan, Carpentry and Estimating books.

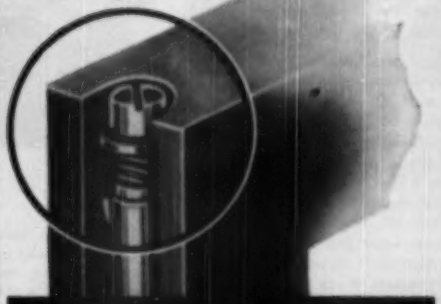
Book Department

AMERICAN BUILDER

SIMMONS-BOARDMAN PUBLISHING CORPORATION

30 Church Street New York 7, N. Y.

"out of sight . . . ready for action"



Hidalift

THE 100% CONCEALED SASH BALANCE

Specially designed for double-hung wood windows . . . Hidalift balances are completely hidden from sight in the sash. In fact, whether the window is raised or lowered, unobtrusive Hidalift is 100% concealed *at all times*. Hidalift assures a neat, unmarred window appearance so important to your owner customers.

Ask for Hidalift for appearance . . . for positive lifting power . . . for installation ease. Available in either the cup type or "L" hinge attaching bracket to suit your special needs.

You'll find the whole story about the installation advantages and quality features of Hidalift in our Sweet's Catalog insert. Send for your free copy today. Simply fill out the coupon below.

QUALITY PRODUCTS FOR OVER A CENTURY T&S

HIDALIFT DIVISION
The Turner & Seymour Mfg. Co., Torrington, Conn.

Gentlemen:

☐ Send complete literature and prices on Hidalift

Please check ☐ Dealer ☐ Builder

Name.....

Address.....

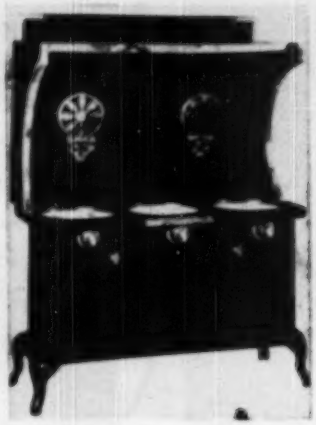
City..... Zone..... State.....

Mark 40th Anniversary of George Hughes' Invention Of Electric Range

Forty years ago the first electric range was made in a basement on South Dearborn street in Chicago. The inventor was George A. Hughes, founder and first president of Hotpoint, Inc., Chicago, and the primitive model he developed was the forerunner to the line of push-button ranges introduced by the firm in 1949.

Hughes first became interested in the possibilities of electric cooking while working with electric utility companies in Minnesota, Montana and the Dakotas. In 1909 he moved to Chicago and continued to develop his idea while working as a manufacturers' representative for electrical equipment. One day he bought a sheet iron oven from a department store and took it to an electric shop in the basement of his building where he had it wired for electric baking. Although he had no idea what wattages were needed or what the temperature of the oven should be, Hughes mixed a kind of batter and successfully baked a loaf of bread.

Renting a third-story room on another street, the inventor employed six men to make the first ranges. Iron frames of gasoline and oil stoves were used, with electric heating coils in clay molds being inserted in place of the old burners.



ELECTRIC stove, invented by George A. Hughes in Chicago basement in 1909 and exhibited for first time at electrical association convention at St. Louis in 1910.

Hughes then loaded five of the new ranges in his car and drove to St. Louis to display them at a 1910 electric association convention—the first public exhibition of a practical electric range. Because of their top-heaviness, the stoves had to be braced against a wall while Hughes demonstrated them. The same year he received a carload order from an electric utility company and was able to raise enough capital to organize the Hughes Electric Heating Co., the first company to manufacture and sell electric ranges.

Up to the present date, approximately 150 improvements have been made in the Hughes range. The original models were of black with high backsplashers. With the adoption of vitreous enamel for finishes, white door panels were introduced; and all-white ranges came out in 1924.

Automatic temperature and time control were incorporated into models manufactured after World War I. This improvement made practical the use of higher oven temperatures and provided faster baking and broiling.

Deep-well cookers in 1915 supplied extra low wattage for simmering foods very slowly. Drawer storage space became a permanent feature in 1923, and one-switch control for oven heating a few years later.

The original open heating coils were replaced by Calrod heating units incased in tubes. Other improvements were inclusion of clocks and an adjustable deep-well cooking unit.

SAVE A DAY or more on every staircase you build

Measuring Tread (left) and (below) Marking Board

ELIASON STAIR GAUGE

In 10 seconds gives you BOTH correct length and angle of stair treads, risers, closet shelves, etc., ready to mark board. Each end pivots and locks at any LENGTH OR ANGLE. Adjustable from 10" up. Saves a day or more, increases your profits $20 or MORE on each staircase. Fully guaranteed. Only $11.00 cash with order, or C.O.D. plus postage. Order today, or send for circular.

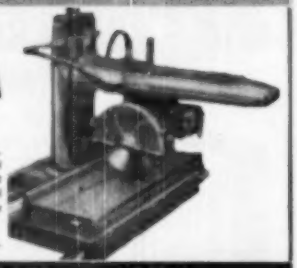
ELIASON TOOL CO. 1 E. 50th St., Minneapolis 17, Minn.

Dealers & Agents Wanted

$ MAKE EXTRA MONEY $

with the

WALLACE No. 1 RADIAL SAW



Portable — powerful — accurate. Saves from $200 to $500 on small home jobs. Saws rafters without marking or handling the material twice—faster than you can lay them out!

Write today for free bulletins.

J. D. WALLACE & COMPANY

134 So. California Ave. Chicago 12, Ill.

NATIONAL HARDWARE WEEK SPECIAL

69¢ to $1.25

EAGLE FOLDING RULES

GET THE ROYAL EAGLE

A Jewel of a Rule

Eagle Rules are precision made for precise measurement. They are the "American Builder" of Goodwill. The 'Royal Eagle' Rule, 'All-American' Eagle Rule and 'Columbia' Eagle Rule have Riveted Joints and Strike Plates. Remember: Only Eagle Rules have Riveted Strike-Plate Joints. Don't just ask for a rule . . . ask for an Eagle Rule.

EAGLE RULE MFG. CORP. NEW YORK 59, N.Y.

USE BOSTROM LEVELS

They Satisfy, Give You Precision and Save You Money.

No. 5 BOSTROM Convertible Level (Detachable Compass when desired)

Carried in stock by distributors from coast to coast. Write for free booklet and name of our distributor near you.

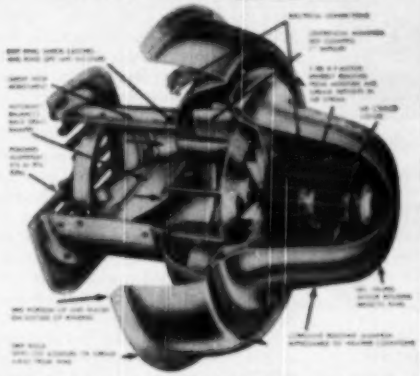
Simple, Accurate, Durable, Complete

No. 4 BOSTROM Contractors' Level

Bostrom-Brady Mfg. Co.

535 Stonewall St. ATLANTA, GA.

HOME BUYERS LIKE THE KITCHEN-AIRE EXHAUST FAN BECAUSE IT'S *DIFFERENT*



Different, because it is FIRE-SAFE, grease laden air is NOT drawn over motor!

Different, because intake grill may be mounted above cooking range area on inside wall.

Different, because ordinary 6" stove pipe will serve for making connection between intake grill and exhaust fan.

Different, because it is QUIET, operating mechanism is mounted OUTSIDE the wall!

Different, because it is weatherproof, back draft damper protects against heat loss, operating mechanism is housed in corrosion-free aluminum.

Yes, the Kitchen-Aire is different. Electrically operated, easily installed, the Kitchen-Aire adds that plus value which makes new homes salable. It is the last word in Kitchen ventilation, a feature your buyers will like. Underwriters Approved. Advertised in Better Homes and Gardens.

STEWART MANUFACTURING COMPANY
3204 E. Washington Street, Indianapolis, Indiana

Only

Ualco

OFFERS MODULAR SIZED ALUMINUM CASEMENT WINDOWS!

Write for
complete facts on *the fastest selling*
ALUMINUM CASEMENT WINDOWS IN THE WORLD

UNION ALUMINUM COMPANY
INC
SHEFFIELD, ALABAMA
Worldwide Licensed Manufacturers of Aluminum Casement Windows

NOTHING ELSE THAT COSTS SO LITTLE ADDS SO MUCH AS

Canvas Awnings

Canvas Awnings are the cellophane wrapping that gives the new-home package extra sparkle and eye appeal, the extra salability to overcome competition.

Your local Canvas Awning manufacturer offers you a complete service covering fabric patterns, designs, colors, and installations.

THE CANVAS AWNING INSTITUTE, INC. AND NATIONAL COTTON COUNCIL
"There is No Substitute for Canvas Awnings"

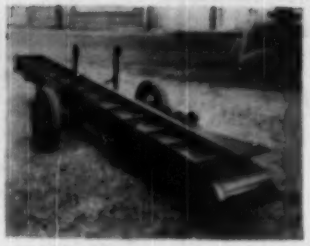
New Coal Conveyer Fills Need For Small Dealers

A new one-man-operated coal conveyer now offered by Howry-Berg Steel & Iron Works, Inc., Denver, Colo., is proving to be a handy product for the small coal dealer. By using a four H.P. Gladden engine, it quickly moves coal from ground to truck, truck to basement, or from cars.

Easily handled by one man, the conveyer trails easily because of its low center of gravity. It has an underslung axle low enough to get easily into cellar windows. Ruggedly constructed in double box sections, the conveyer is available in any standard foot length, and can easily be lengthened or shortened.

A ratchet winch with dog and strong steel cables is provided for safe lifting and lowering of loader body. The loader can be adjusted for any angle. Standard No. 55 steel chain is used, with 12-gauge ribbed flights. Flights are bolted so that they may be tightened or changed.

The loader will handle approximately 18 to 20 tons of coal per hour. Carrier wheels are 16-inch drop center for 6:00x16 tires. The carrier is constructed of 2-inch, O.D., heavy



THE new Howry-Berg coal conveyer

tubing and wheel bearings are Timken Roller Bearings.

The 19-foot elevator will deliver at a height of 11 feet, from the ground at an angle of 40 degrees; the 27-foot loader at 18 feet, and the 43-foot model at 27 feet from the ground at 40 degrees.

Underfeed Stoker Is Popular with Homeowners

Since anthracite coal is smokeless, dustless, and sootless, it is an appropriate fuel for domestic use that already serves over five million American homes. Of these, over 125,000 houses have stoker equipment installed. The addition of the ash removal worm to the stoker has made this unit nearly completely automatic. This worm carries the ashes from the grate to a receptacle.

Although two types of units are available—underfeed and overfeed—the underfeed unit is more commonly used in homes. This type is available in sizes up to 100 pounds per hour consumption for domestic use. These units are adaptable, of course, to all three basic heating systems: air, water, and steam.

The initial cost for installation of an anthracite stoker ranges from $350 to $500. This price usually includes one year's servicing. Many manually operated units can be converted to anthracite stokers in about three or four hours. A survey of the particular heating needs for a house should be made, however, before the installation or conversion to insure the use of a unit of proper size. The average B.T.U. content of one pound of anthracite coal is 12,000 for the smaller sizes, 13,000 for the larger sizes.

The hard steel worms and a minimum of slow-moving parts contribute to low upkeep costs of these anthracite stoker units.

Don't Miss
APRIL
American Builder

Thousands of Builders

have acknowledged the benefits achieved by using AMERICAN Roof Trusses! If you seek construction speed, strength, and economy, let us send you details on AMERICAN trusses and beams—both glued and nailed-and-bolted construction.

Write today Free catalog

AMERICAN *Roof* Truss Co.

William and Raymond Waddington
6856 STONY ISLAND AVE. CHICAGO 49 PLaza 2-1772
Established 1922

WHAT DO YOU WANT CONTROLLED?

for Product or Process...

in heating, refrigeration, aircraft or industrial processing... in any application where CONTROL is vital, you'll get better results with General Controls in charge. For the best in automatic controls, it's General Controls.

FOR A BETTER ANSWER...to any control problem, check with G.C. first. Get this new catalog or see a General Controls specialist at any of our 21 Branch Offices.

GENERAL CONTROLS

801 Allen Avenue, Glendale 1, California

New BEVIL DEVIL ALL PURPOSE SET for

NOW AVAILABLE—the tools you need for insulation board jobs. Sharp, strong, specially ground blades cut through toughest insulation boards leaving clean, smooth edge. Three tools—five blades — attachments. All for . . .

$5.85
Sent postage paid anywhere in U.S.A.

Extra Bevil-Devil Blades, of selected steel, ground to cut insulation board. Package of 100 for $4.00, postage paid.

KIMBALL MANUFACTURING COMPANY, INC.
1629 SYCAMORE ROYAL OAK, MICH.

'JEEP' TRUCKS

CUT HAULING COSTS

See Your Willys-Overland Dealer

JAEGER Self-Raising Tower

Here's $50 to $60 profit per day!

A Hoist Tower that pays for itself fast—then pays you big dividends. One contractor says his Jaeger Self-Raising Tower saved $30 a day!—the tower, an operator and two wheelers, against 10 to 12 buddiers. You take this tower to your jobs on truck or transporter. Two men assemble it on the ground in two hours. Then its 17-hp hoist raises it. Standard height is 37'; with extra sections 47', 57' or 67'. (31½', 41½', 51½' and 61½' lifting heights). Saves scaffold erecting time, saves constant loss and cost of replacing wooden tower materials. Places materials faster, safer. Handles 1-ton loads with complete safety. And, you can use it two ways—

5'6" x 5'9" material cage and 1/3 cu yd concrete bucket

Either, or both, available. Interchange quickly and easily on the job. Material cage takes two wheelbarrows or largest concrete cart. Concrete bucket discharges automatically at correct level—handles full batch of 11-S mixer.

Write for bulletin HS-9

THE JAEGER MACHINE COMPANY, Columbus 16, Ohio

Pumps • Mixers • Compressors • Paving Equipment

Profitable Opportunity

for men with construction knowledge

You can build a good business for yourself by providing termite control for your customers and other home owners. Write us now for full information.

The ANTIMITE System has been nationally recognized as a Leader for over 20 years in scientific termite control . . . scientifically engineered and planned to aid our operators in developing the highest degree of efficiency and permanency in termite control.

ANTIMITE

WRITE TODAY
For Available Franchises!

THE ANTIMITE COMPANY

5127 Southwest Ave.
St. Louis 10, Mo.

The ANTIMITE Company
5127 Southwest Avenue
St. Louis 10, Missouri

Please send me immediately information on Antimite franchises.

Name .....
Company .....
Street .....
City ..... State .....

These Kitchens Sell Houses!

Kitchen Maid Cabinets of friendly wood now available in four soft colors and white, with many new features, are frequently the "clincher" in selling a house. Women prefer their beauty and livability, their durability and cleanliness — qualities that recommend them also to you. Modern, Flo-Line styling, quiet Resinite doors, aluminum drawers, permanent shelves, a broad line to simplify planning—these are other features that you will approve. Decide now to include Kitchen Maid in your future building plans. Write for valuable planning booklet sent free to architects and builders.

NEW SWING SHELF BASE

Quiet, ingenious swing-out corner unit utilizes dead space, brings contents within easy reach. Especially designed for easy cleaning.

QUIET ALUMINUM DRAWERS

Kitchen Maid aluminum drawers are quiet, will not rust or chip. Always slide easily on all impregnated hardwood guides and slides.

FINE FURNITURE CONSTRUCTION

Wood is by all odds the favorite of women for kitchen cabinets. Kitchen Maid Cabinets — built like fine furniture — accentuate wood at its best.

KITCHEN MAID
FIRST AND FINEST IN
KITCHENS

THE KITCHEN MAID CORP.
503 Seawden St., Andrews, Ind.
Please send new booklet containing 18 practical kitchens with details. I am an: ☐ Architect, ☐ Builder, ☐ Dealer.

Name .....
Address .....

Look for this sign on your dealer's window. It signifies his skill as a member of the nation's oldest kitchen planning organization.

ALPHABETICAL INDEX TO ADVERTISERS, MARCH, 1950

A

Adapto Corporation ... 218
Aetna Steel Products Corporation ... 203
Air Control Products, Inc. ... 193
Allied Chemical & Dye Corporation ... 209-244
Allith-Prouty, Inc. ... 210
Aluminum Company of America ... 141
Aluminum Window Manufacturers Association ... 193
American Bleached Shellac Manufacturers Assn., Inc. ... 216
American Builder ... 156-157-180-241-243-247
American Encaustic Tiling Co. ... 47
American Floor Surfacing Machine Co., The ... 41
American Lumber & Treating Company ... 232
American Roof Truss Co. ... 250
American Structural Products Company ... 211
American Telephone & Telegraph Co. ... 12
Anderson Corporation ... 60
Angelino Tile Co. ... 47
Antinite Company, The ... 251
Architectural Tiling Company, Inc. ... 47
Armstrong Cork Company ... 37
Arrow Fastener Company, Inc. ... 202
Asbestos Company of Texas, The ... 231
Associated Plywood Mills, Inc. ... 187
Atlantic Tile Manufacturing Company ... 47
Avco Manufacturing Corporation ... 200-201

B

B. Mifflin Hood Co. ... 47
Barrett Division, The ... 209
Bendix Mfg. Co. ... 227
Bennett Ireland, Inc. ... 167
Better Homes and Gardens ... 42-43
Biles Company, The ... 224
Black & Decker Mfg. Co., The ... 41
Blue Jay Chrome Products, Inc. ... 218
Borg-Warner Corporation ... 149
Bostrom-Brady Mfg. Co. ... 248
Bostwick Steel Lath Company, The ... 220
Bradford Machine Tool Company, The ... 190
Bradley Lumber Company of Arkansas ... 11
Brainard Steel Company ... 161
Briggs Manufacturing Co. ... 79
Brown Company ... 59
Brown & Co., Inc., Geo. C. ... 184
Bruce Co., E. L. ... 33
Burson Clip System, Inc. ... 160

C

Cabot, Inc., Samuel ... 176
Cambridge Tile Manufacturing Co. ... 47
Canvas Awning Institute, Inc., The ... 249
Carlyle Tile Company ... 47
Carr, Adams & Collier Co. ... 181
Coco Steel Products Corporation ... 62-63
Celotex Corporation, The ... 18-19
Chevrolet Motor Division ... 139
Coffman Co., Inc., The R. G. ... 156
Colorado Fuel and Iron Corp., The ... 243
Colorcrete Industries, Inc. ... 208
Columbia Mills, Inc., The ... 185
Connor Lumber and Land Company ... 146
Consolidated Machinery & Supply Co., Ltd. ... 227
Construction Machinery Co.'s ... 198
Craig Wood Products Company ... 244
Croft Steel Products, Inc. ... 242
Crosley Division, Avco Manufacturing Corp. ... 200-201
Curtis Companies Service Bureau ... 151

D

Delta-Rockwell Power Tool Division ... 31
Detroit Steel Products Company ... 3-4-8-9
Detroit Surfacing Machine Co. ... 204
DeWalt, Inc. ... 17
Dodge Corporation, F. W. ... 170

E

E Z Mark Tools ... 246
Eagle-Ivide Mfg. Corp. ... 248
Eliason Tool Co. ... 248
Eljer Co. ... 64
Essex Supply Co. ... 192

F

Fair Lumber Co., D. L. ... 219
Fiat Metal Manufacturing Co. ... 146
Fleet of America, Inc. ... 168
Flintkote Company, The ... 31
Flynn Mfg. Co., Michael ... 24
Foley Mfg. Co. ... 246
Formica ... 69
Fuente Manufacturing Co. ... 233

G

Gate City Sash & Door Co. ... 229
General Controls ... 250
General Electric Company ... 30-174-175
General Motors Corporation ... 139
General Portland Cement Company ... 196
General Tile Corporation ... 47
Gibson Brothers Co. ... 212
Gladding, McBean & Co. ... 47
Goldblatt Tool Company ... 238
Grand Haven Stamped Products Co. ... 244

H

Hall Mark Company ... 186
Hansen Mfg. Co., A. L. ... 245
Harnischfeger Corporation ... 179
Hassall, Inc., John ... 208-212
Heatilator, Inc. ... 191
Homasote Company ... 38
Homelite Corporation ... 217
Hotpoint, Inc. ... 163
Hunter Fan and Ventilating Company ... 188

I

In-Sink-Erator Mfg. Co. ... 234
Insul-Cotton Division ... 231
Insulite Division, Minnesota and Ontario Paper Company ... 165
International Oil Burner Co. ... 233
International Steel Co. ... 206

J

Jackson & Church Co. ... 211
Jaeger Machine Company, The ... 210-251
Johns-Manville ... 215

K

Kaiser Aluminum & Chemical Sales, Inc. ... 172
Kawneer Company, The ... 134-135
Kearney & Trecker Corporation ... 173
Keasbey & Mattison Company ... 159
Kelvinator Division ... 80
Kennedy, Inc., David E. ... 34
Keystone Steel & Wire Company ... 225
Kimball Manufacturing Company, Inc. ... 250
Kitchen Maid Corp., The ... 251
Kohler Co. ... 59
Kwikset Locks, Inc. ... 15

L

La Salle Electric Products, Inc. ... 208
Libbey-Owens-Ford Glass Company ... 36
Little Burner Company, H. C. ... 150
Ludman Corporation ... 54

M

Macklanburg-Duncan Co. ... 10-11
Markel Electric Products, Inc. ... 208
Medusa Portland Cement Company ... 183
Mengel Company, The ... 52
Metal Arts Manufacturing Co., Inc. ... 226
Metal Products Corporation ... 230
Milwaukee Strip Service, Inc. ... 33
Minneapolis-Honeywell Regulator Company ... 2
Minnesota Wood Specialties, Inc. ... 220
Modine Mfg. Co. ... 6
Morrison Steel Products, Inc. ... 221-247
Mosaic Tile Company ... 47
Mueller Furnace Company, L. J. ... 58
Muller Machinery Co., Inc. ... 182-202
Mullins Manufacturing Corporation ... 40
Murray Tile Company, Inc. ... 47
Myers & Bro. Co., The F. E. ... 178

N

Nash-Kelvinator Corporation ... 80
National Adequate Wiring Bureau ... 202
National Cotton Council ... 249
National Electric Products Corporation ... 141
National Electrical Manufacturers Association ... 56
National Gypsum Company ... 147
National Homes Corporation ... 197
National Lock Company ... 70
National Manufacturing Company ... 4th Cover
National Oak Flooring Manufacturers Assn. ... 31
National System of Garage Ventilation, The ... 206
National Tile & Manufacturing Co. ... 47
National Woodwork Manufacturers Association ... 199
New York Wire Cloth Company ... 28-29
Nichols Wire & Aluminum Co. ... 132
Norge Division, Borg-Warner Corporation ... 149
Norman Products Company ... 223
NuTone, Inc. ... 171

O

Olean Tile Company ... 47
Overhead Door Corporation ... 3rd Cover

P

Pacific Clay Products ... 47
Pacific Tile & Porcelain Co. ... 47
Parks Woodworking Machine Co., The ... 194
Patent Scaffolding Co., Inc., The ... 256
Petko Industries, Inc. ... 15
Pomona Tile Manufacturing Co. ... 47
Ponderosa Pine Woodwork ... 57
Porter-Cable Machine Co. ... 229
Portland Cement Association ... 222
Precision Parts Corp. ... 244
Protection Products, Mfg. Co. ... 239
Pyrofax Division, Union Carbide and Carbon Corporation ... 162

R

Readybuilt Products Co., The ... 218
Red Cedar Shingle Bureau ... 27
Red Devil Tools ... 246
Remington Rand ... 235
Republic Steel Corporation ... 32
Reynolds Metals Company ... 46
Richmond Fireproof Door Company, The ... 14
Richmond Radiator Company ... 177
Robertson Manufacturing Co. ... 47
Roddis Plywood Corporation ... 169
Rolscreen Company ... 144
Rowe Manufacturing Company ... 133
Ruberoid Co., The ... 155
Russell & Irwin Division ... 48

S

Safway Steel Products Incorporated ... 234
St. Paul Corrugating Co. ... 245
Sales Service Machine Tool Co. ... 223
Samson Cordage Works ... 154
Sargent & Company ... 39
Scott & Sons Co., O. M. ... 212
Screens & Fabricated Metals Corp. ... 219
Servel, Inc. ... 23
Singer-Kennedy Corp. ... 246
Sisalkraft Co., The ... 16
Skilsaw, Inc. ... 25
Solvay Sales Division ... 244
Stamping Products & Mfg. Co. ... 164
Standard Dry Wall Products ... 227
Stanley Electric Tool Div. ... 148
Stanley Tools ... 182
Stanley Works, The ... 137
Starline, Inc. ... 231
Steel Scaffolding Co., Inc., The ... 176
Steelcraft Manufacturing Company ... 189
Stewart Manufacturing Company ... 249
Strand Garage Door Division ... 4
Structural Clay Products Institute ... 49
Summitville Face Brick Co. ... 47
Symons Clamp & Mfg. Co. ... 184
Syntron Co. ... 210

T

Tamblyn System, The ... 206
Taylor Bedding Mfg. Co. ... 231
Texas Housing Company ... 184
Tile Council of America, The ... 47
Timken-Detroit Axle Company, The ... 21
Trinity Division ... 196
Tri-States Building Materials, Inc. ... 160
Truscon Steel Company ... 32
Turner & Seymour Mfg. Co. ... 247
Tuttle & Bailey, Inc. ... 237

U

Union Aluminum Company ... 249
United States Plywood Corporation ... 228
United States Quarry Tile Co. ... 47
United States Steel Corporation Subsidiary ... 26
United Steel Fabricators, Inc. ... 158
Universal Atlas Cement Company ... 26
Universal-Rundle Corporation ... 138

V

Van-Packer Corp. ... 238
Victor Engineering Corporation ... 166

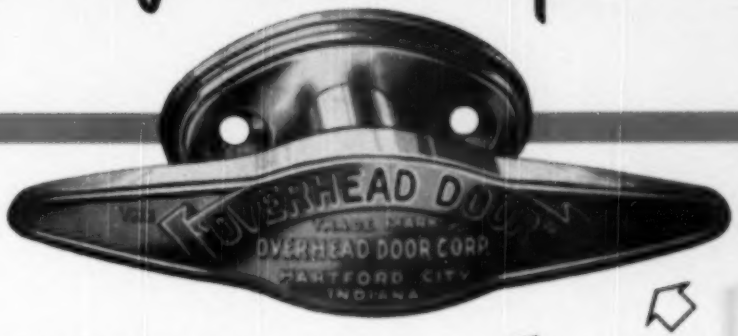
W

Walker-Turner Division ... 173
Wallace & Company, J. D. ... 248
Western Pine Association ... 240
Westinghouse Electric Corporation ... 44-45-153
Weyerhaeuser Sales Company ... 142-143-214
White Co., David ... 219
Whiteman Mfg. Co. ... 190
Whitney Seed Co., Inc. ... 242
Wickwire Spencer Steel Division ... 245
Willys-Overland Motors ... 250
Wood Conversion Company ... 20
Worthington Pump and Machinery Corporation ... 207
Wright Manufacturing Co. ... 22
Wurdack Chemical Company ... 204

Z

Zonolite Company ... 205

Symbol of Quality!



● The trade mark of The "OVERHEAD DOOR," a symbol of quality, appears on every "OVERHEAD DOOR" lock handle. Like all hardware for the door, the handsome, chrome-plated lock handle functions perfectly and gives long lasting service. Its design permits a convenient, firm grip and the door, because of its expertly engineered counterbalancing device, lifts upward and out of the way with only a minimum of effort.

Any "OVERHEAD DOOR" may be manually or electrically operated, whether for residential, commercial, rural or industrial use. Specify this quality door . . . quality cuts costs!

LOCK HANDLE

TRACKS AND HARDWARE *of Salt Spray Steel*

THE "OVERHEAD DOOR" TRADE MARK WITH THE MIRACLE WEDGE

COPYRIGHT, 1950, OVERHEAD DOOR CORPORATION

Nation Wide Sales — Installation — Service

OVERHEAD DOOR CORPORATION • Hartford City, Indiana, U.S.A.

MANUFACTURING DIVISIONS

GLENDALE, CALIFORNIA
OKLAHOMA CITY, OKLAHOMA

DETROIT, MICHIGAN
PORTLAND, OREGON

HILLSIDE, NEW JERSEY
LEWISTOWN, PENNSYLVANIA

CORTLAND, NEW YORK
DALLAS, TEXAS

"SELL A HOME" *with* National No. 900 Door Set

It was easy to sell the "minimum house" a short time ago. Today's buyers are seeking the basic features also without. National No. 900 operating Garage Door and garage door glass valve which always strikes the right note with the home-buyer and aids materially in selling the home. Thousands are in use today, serving home owners throughout the United States. Many of these have been giving years, some into-three generation for 30 years.

The operator of the National No. 900 operated swing Garage Door presents a very neat appearance with the sliding door on which no hardware is exposed except the lifting handle and the door lock which releases the side bolts. An adjustment on the handle sheds the entire gliding action on the door with ease.

The National No. 900 Garage Door Set is quickly installed as hardware is attached to door before shipping. Many sizes and styles available to fit varying requirements. See your National Dealer for further information.

National Manufacturing Co.
Sterling, Illinois

Note the special overlapping feature which presses the door tightly against the stops. Note also how doors are rabbeted so that no moisture can enter joint.